



2003 NORBA National Championship Mountain Bike Series

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Compact NORBA Nationals Format Increases Access to Pros Finals Given NC Rating on UCI Calendar, Other Rounds Rated E2

COLORADO SPRINGS, Colo. (May 9, 2003) Only four days remain before the start of the 2003 NORBA National Championship Mountain Bike Series, and in this Olympic warm-up year a new schedule will give spectators better access to the pros, the most notable change being a shift of the Pro Cross Country race to Saturday..

The five venues for the series represent a range of the most celebrated outdoor recreation destinations in the USA. Four are established NORBA series venues, and a new name, Schweitzer Mountain Resort in Sandpoint, Idaho, hosts a round in the Pacific Northwest.

The series dates and venues are as follows:

- NCS 1: May 15-18, Snow Summit Resort, Big Bear Lake, California**
- NCS 2: June 12-15, Snowshoe Mountain Resort, Snowshoe, West Virginia**
- NCS 3: June 19-22, Mount Snow Resort, Mount Snow, Vermont**
- NCS 4: July 24-27, Schweitzer Mountain Resort, Sandpoint, Idaho**
- NCS 5: Aug. 14-17, Durango Mountain Resort, Durango, Colorado**

The new schedule delivers a more compact feel to each round of the series, with all pro races taking place on Saturday and Sunday. Spectators will have more exposure to top-level racing.

"The elite teams and athletes have worked with NORBA to develop a new schedule that combines the elite women's and men's cross-country into a 3-hour Saturday afternoon drama. Plus Sunday's combo-platter of Pro Downhill and Short Track will definitely add some fireworks to the final day of the weekend. These changes are part of a continued effort to find a balance of professional and amateur racing that serves more than 2000 athletes at each event." stated Rick Sutton, president of Galeforce Sports Marketing, Inc.

Main sponsors for the series are Gatorade, Shimano, United Airlines and Kenwood. These names will be worked in with local themes at each round. Sutton pointed out: "Over the years it has become apparent that each venue we visit with the NORBA National Series is a unique setting: a unique event. Mountain Bike racing isn't a set shape and size, our court of play is always changing shape. Beginning this year, we are embarking on a series that will allow each venue to host its own NORBA National vibe. By empowering each organizer to design and schedule what works best at their venue, we will begin to realize our goal of five unique races and experiences."

The NORBA series is used by athletes from the Americas and Australia to earn UCI rankings points, which have considerable effect at the world championships and which can affect a rider's sponsorship value. News for the riders from U.S.A, Canada, Australia, Mexico, Costa-Rica, Brazil, Argentina and other nations regularly competing in the series is that this year the first four rounds will yield UCI category E2 points, while the final is rated NC, or National Championship status.

The NORBA National Championships Mountain Bike Series is North America's premier off-road cycling series. The series crowns USA Cycling's Mountain Bike Champions. USA Cycling is the national governing body for cycle sport. GaleForce Sports Marketing is the series management and promotions company, and is recognized as the USA's leading cycling and events management group.

About NORBA

NORBA is the mountain bike member association of USA Cycling. Recognized by the U.S. Olympic Committee and the Union Cycliste Internationale, USA Cycling promotes American cycling through its 80,000 members and 2,000 annual events. For more information, visit www.usacycling.org, or contact Communications Coordinator Andy Lee at 719 866 4867.

About GaleForce

GaleForce Sports Marketing is an expanding sports marketing and event management company based in Redwood City, 25 miles south of San Francisco. GaleForce has promoted, marketed, and managed right across the sporting spectrum. Properties owned or managed by GaleForce include the Sea Otter Classic and the NORBA National Championship Mountain Bike Series. For more about GaleForce, visit www.galeforce.org or call 650 367 7797

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