



**FOR IMMEDIATE RELEASE**

**Details Revealed on New Northstar Free-Ride Festival Powered By Interbike**

*- Events to Include Bike Demos, Enduro Races, Boogaloo e-Bike Race, Kids' Activities, and More -*

**SAN JUAN CAPISTRANO, Calif.** – March 12, 2018 – Interbike, the largest bicycle industry trade show in North America, in partnership with Northstar California Resort, revealed today a number of event features and activities as well as the official name and logo of the new consumer festival set to take place September 14-16, 2018 in Truckee, CA. The Northstar Free-Ride Festival, powered by Interbike, will kick off Interbike Marketweek and will encompass one of the largest demo events in the world, multiple mountain bike races, road bike rallies, on-bike clinics and off-bike activities for all levels of cyclists, and non-cyclists. The popular California destination resort, located just 35 minutes from downtown Reno, boasts the largest lift-served mountain bike park on the West Coast and offers more than 100 miles of mountain bike trails for riders of every skill. The event activities will be based in The Village at Northstar and will offer three different chairlifts and gondolas to transport riders to the world-class trails that traverse the entire mountain.



“I think the industry is going to be blown away by this event,” said Pat Hus, Vice President of Interbike. “Through our partnership with Northstar we will be able to produce the best outdoor event we’ve ever created. We know how to gather the tribe and produce a great demo for our industry and the Northstar team delivers impeccable guest service. We just know they are going to create an amazing experience for guests both on and off the mountain! I really hope that retailers give serious consideration to coming out early with their staff and/or families and taking part in the weekend festivities. I think it’s going to be one hell of a celebration of all things cycling.”

The Free-Ride Festival will kick-off on the evening of Friday, September 14<sup>th</sup> with the Village at Northstar Wine Walk Series. Participants will enjoy a variety of wine and hors d’oeuvres throughout the Village while live music is performed throughout. Saturday and Sunday will be filled with activities including the Northstar Enduro Race, The Boogaloo E-Bike Race, the Northstar Downhill Bike Race, bike skills clinics and of course the ability to demo 2019 new bikes from the leading bike brands in the industry. The weekend will also include the opportunity to participate in yoga classes, bike clinics, and plenty of activities for the kids including a bike rodeo, a bungee trampoline, mini golf, face painting, gem panning, and more. Live music will be performed on the main stage in the heart of the Village on both days, and a Village Pub Crawl will take place on Saturday night.

“We’re thrilled to welcome bike enthusiasts and festival-goers alike,” said Nadia Guerriero Vice President and General Manager at Northstar California Resort. “Between the mountain, incredibly scenic roads and our charismatic Village, this is a perfect hub for exploration and family experiences.”

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As the consumer event winds down on Sunday afternoon, Interbike's OutDoor Demo shifts into full gear. Buses will begin transporting retailers to Northstar from the Reno-Tahoe International Airport and host hotels. All registered Interbike retailers and media will be given free lift access with their event badge (\$56 per day value) allowing them to take advantage of the various chairlifts across the Northstar property for use during the OutDoor Demo. The OutDoor Demo will run until 5 p.m. Sunday evening and will wind down with an Interbike reception that evening in the Village. Monday the demo will run all day from 8 a.m. until 6 p.m. Industry participants wanting to come in early for the Festival portion of the weekend (Friday and Saturday) will be able to purchase discounted Festival tickets for Friday and Saturday.

Details on the Northstar Free-Ride Festival can be found on the Interbike [website](#). Brands interested in obtaining exhibit space and/or sponsorship information for the Festival or OutDoor Demo are encouraged to contact their Interbike sales executive, or Andria Klinger, Sales Director at 949-226-5745 ([andria.klinger@interbike.com](mailto:andria.klinger@interbike.com)).

Interbike Marketweek will take place in the Reno-Tahoe region beginning with the Northstar Free-Ride Festival in North Lake Tahoe, CA, September 15-16, 2018, followed by OutDoor Demo on September 16-17, 2018, and closing with the Interbike Expo September 18-20, 2018.

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### **About Interbike**

Interbike is the leading bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. This is accomplished primarily through indoor trade shows, industry and consumer demo experiences, and high-level educational conferences. Established in 1982, Interbike and its events provide the platform for critical face-to-face business interaction, product line previews and media launches, sales lead generation, trend-setting, networking and retail education.

Interbike is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space. More information about Interbike can be found at [www.interbike.com](http://www.interbike.com)

### **About Northstar California Resort**

Northstar California Resort™ is a multi-season destination offering effortless family adventure. The Village at Northstar features boutique shopping, elevated dining experiences, a year-round outdoor skating rink, conference centers, movie theatre, alpine-chic lodging and more. During the winter months Northstar California is home to meticulously groomed runs, award-winning terrain parks, and alpine activities including cross-country skiing, snowshoeing and tubing. Summer transforms the mountain into the largest, lift-served bike park on the West Coast alongside a network of hiking trails, the Kid Zone, and a family-friendly golf course. Northstar California is located on Highway 267, six miles north of Lake Tahoe and six miles south of downtown Truckee. For more information, call 1.800.GO.NORTH (1.800.466.6784) or visit [www.NorthstarCalifornia.com](http://www.NorthstarCalifornia.com).

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