



TREK

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TREK ANNOUNCES TITLE SPONSORSHIP OF 2010 DIRT SERIES

Online Registration is Now Open for Women-Focused Mountain Bike Skills Camps

(Madison, WI) — Trek Bicycle, North America's largest domestic manufacturer of bicycles, announced its title sponsorship of the 2010 [Trek Dirt Series](#) mountain bike skills program today. Designed to help riders of all experience levels, particularly women, take their cross country, downhill and freeride skills to the next level, the Trek Dirt Series will travel to 16 locations throughout the Western U.S. and Canada providing beginner, intermediate, advanced and locale-specific instruction at each weekend-long camp.

"I'm extremely excited to be working with an organization that has so much experience and such enthusiasm for supporting women in mountain biking," remarked Whistler-based Dirt Series camp founder Candace Shadley. "With Trek's support, we've been able to dramatically increase our resources and expand our operation for 2010. This will be our first year providing instruction as far east as Colorado and also the first year our riders will have access to Trek's [WSD Factory Demo Team](#) and fleet of demo bikes at every event."

Already in its tenth year of existence, the Trek Dirt Series delivers world-class instruction with the goal of developing skills through a supportive, step-by-step process that helps riders move beyond their fears to truly enjoy the fun of mountain biking. Over 5,000 riders, both male and female, have pedaled through

the program since its inception in 2001, making the Trek Dirt Series one of the oldest and most popular MTB skills camps in existence.

"Trek is pulling out all the stops for the 2010 Trek Dirt Series," said Dean Gore, Director of Marketing at Trek. "We're eager to augment our support for the growing women's MTB market in North America and excited about partnering with a program as established and valuable as the Dirt Series."

Online registration for all 2010 Trek Dirt Series events opens February 1st at www.dirtseries.com. Interested parties are encouraged to register for their desired locale sooner than later as registration for some locations filled up in as little as 48 hours in 2009.

For more information on the Trek Dirt Series, visit www.dirtseries.com.

2010 Trek Dirt Series Dates and Locations

April 25-25	Santa Cruz, CA
May 1-2	San Jose, CA
May 8-9	San Rafael, CA
May 15-16	North Vancouver, BC
May 29-30	Whistler, BC
June 5-6	Fruita, CO
June 12-13	Boulder, CO
June 19-20	Park City, UT
June 26-27	Whistler, BC
July 10-11	Calgary, AB
July 17-18	Whistler, BC (co-ed)
July 31-Aug. 1	Bend, OR
Aug. 7-8	Hood River, OR
Aug. 21-22	Canmore, AB
Aug. 28-29	Bellingham, WA
Sep. 11-12	Whistler, BC (co-ed)

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About Trek Bicycle:

Trek Bicycle Corporation is a global leader in the design and manufacture of bicycles and bicycling-related products and accessories. From Tour de France-winning road bikes to tricycles designed to introduce the next generation of riders to the possibilities of pedal-power, Trek has a bike for nearly every rider. More than a bike company, Trek is committed to breaking down the barriers that prevent people from using bicycles more often for daily transportation, recreation, and inspiration, believing that the bicycle can be a simple solution to many of the world's biggest problems, including obesity, traffic congestion, and climate change. For more information about Trek, visit www.trekbikes.com.

About Dirt Series:

Dirt Series Mountain Bike Camps offer personalized instruction, professional programming, and an incredibly skilled, enthusiastic, and supportive coaching staff. Since 2001, the program has run over one hundred weekend camps, both women's only and co-ed, and taught over five thousand individual riders—beginner through advanced, cross-country, freeride, and downhill inclined. For those looking to learn new skills, increase confidence on the bike, or simply enjoy the sport like never before, the Dirt Series camps are a dream. For more information about Dirt Series, visit www.dirtseries.com.