



## Snow Bike Festival returns as “UCI Class 1” race

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### Overview of the 2018 Snow Bike Festival

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The Snow Bike Festival is honoured to announce that it has once again received Union Cycliste Internationale (UCI) accreditation and has been upgraded to a “Stage Race Class 1”, making it one of only 13 stage races worldwide to be classified this highly. This results in an increased prize purse and additional UCI points. The event will return to the beautiful region of Gstaad in the Swiss Canton Berne.

**Gstaad, Switzerland – The world’s premier winter mountain biking event will take place in Gstaad from January 18<sup>th</sup> to 21<sup>st</sup> 2018. The 4-day stage race is the ultimate adventure for professionals and amateurs alike. Riders must endure ice-cold temperatures, challenging climbs and technical downhills. In return, they are rewarded with stunning mountain panoramas, picture perfect landscapes and a completely unique biking experience in the heart of the Swiss Alps.**

Snow Bike Festival co-founder, Herman Coertze is “very pleased by the trust the UCI has placed in the Snow Bike Festival, by awarding the event ‘Stage Race Class 1’ accreditation. We have created a unique event which combines top-level racing with a thrilling adventure.”

In Gstaad, the news of the event’s UCI accreditation as a “Stage Race Class 1” was met with great excitement. The more attractive the event is for professional athletes, the more people will participate and therefore the attractiveness for sponsors, spectators and media increases. This also helps generate additional overnight stays and therefore helps to raise the importance and value of the event to the region of Gstaad. Patrick Bauer, Gstaad’s product manager ‘Bike’: “We are proud to have entered into a such an attractive partnership with the motivated organisers of the Snow

Bike Festival. We are looking forward to the next edition of the event from January 18<sup>th</sup> to 21<sup>st</sup> 2018.”

2017 race winner, Katrin Leumann says the Snow Bike Festival “is an incredible experience for every athlete and enables them to broaden their horizon. The event doesn’t just test your physical boundaries, but also your ability to cope with the freezing cold and the unusual surface beneath your tires. In return, you are rewarded with breath-taking landscapes and a perfectly organised event. It’s a very special and completely unique event!”

The stage race will be held under Union Cycliste Internationale (UCI) MTB rules and is open to both amateurs and professionals. Riders are free to choose what kind of bike they want to compete with (Mountain Bike, Plus Bike or Fat Bike).

Registration for the 2018 event is now open, with earlybird entry packages available for CHF 590. Registration at: [www.snowbikefestival.com/register-now](http://www.snowbikefestival.com/register-now)

## **Event Overview (Additional Information)**

### **Stage Race (4 days)**

The 4-day stage race will feature a prologue on Thursday (Jan. 18<sup>th</sup>) and then three main stages (from Friday to Sunday, Jan. 19<sup>th</sup> to 21<sup>st</sup>). The prologue will be a short time trial course. The other stages will each be between 35km and 35km in length with 600m to 1000m of climbing. Riding times should range from 3 to 5 hours per stage.

The scenery on these stages is stunning. Riders will be met by incredible views as they ride amongst one of the most impressive mountain ranges in the world.

Detailed event overview: [www.snowbikefestival.com/event/](http://www.snowbikefestival.com/event/)

### **Entry Packages**

The **Race Pass Package** for the event includes rider accreditation, participation in the Stage Race, lunch & dinner throughout the event, water point nutrition, a rider guide, access to rider zones, a Snow Bike Festival finisher’s medal, and gift pack with sponsored merchandise. This entry package is available for CHF 590 (earlybird price).

Those riders wishing to bring along family or friends may book a **Supporter Package** for each additional guest. This package provides the supporter with exclusive access to all rider zones, lunch & dinner throughout the event, an event guide, and a supporter gift pack. This package is available for CHF 300.

Further details: [www.snowbikefestival.com/entries/entry-packages/](http://www.snowbikefestival.com/entries/entry-packages/)

## **The Alpine Region of Gstaad**

The winter sports region of Gstaad is synonymous with extensive winter enjoyment - nestled in a beautiful Alpine landscape at an altitude of between 1,000 and 3,000 metres. 200 km of perfectly prepared slopes, beautiful terraces of several cosy mountain restaurants and Glacier 3000, the only skiable glacier area in the Bernese Oberland, are the most well-known advantages of the region.

The leisure activities offering is huge: cross-country skiing, winter hiking, curling, ice-skating, ski-touring, husky rides and of course winter biking. This new bike sport is permitted on most of the region's winter hiking trails. The ideal winter biking terrain is at Sparenmoos (above Zweisimmen), where there is a choice of various attractive circular tours and downhill runs. Bikers can also participate in exciting events such as the Snow Bike Festival.

## **CONTACT**

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