

# First UCI race on snow

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## UCI Accreditation for the 2017 Snow Bike Festival

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*For immediate release*

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We are honoured to announce that the Snow Bike Festival has received Union Cycliste Internationale (UCI) accreditation (Stage Race Class 2). The addition of the Snow Bike Festival to the UCI race calendar makes the event the very first UCI race that takes place on snow.

Race directors Herman Coertze and Evert van Muyden are “extremely pleased to make history in the biking world by hosting the very first UCI race on snow. We are looking forward to seeing the UCI professionals compete on this surface for the very first time. We also believe this will be an exciting opportunity for amateur riders to test themselves against the top pros.”

The news of the UCI-Accreditation caused great excitement at GSTAAD Saanenland Tourism. Tourism Director Martin Bachofner says “it’s incredible that we’ve already received this accreditation after only one edition of the race in GSTAAD.” He sees this honour as a great boost for the new Top-Event in the holiday destination GSTAAD. “The more interesting the event is for professional athletes, the more people will participate and therefore the attractiveness for sponsors and spectators 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. “We are proud to have entered into a three-year partnership with the motivated organisers of the Snow Bike Festival und would like to congratulate all those who have made this possible! We are looking forward to the next edition of the event from January 19<sup>th</sup> to 22<sup>nd</sup> 2017.”

“A UCI race on snow! I never thought it would be possible, but thanks to the very great and professional organization, plus GSTAAD as the perfect host town it all came together. Probably the most special UCI points that you can win in Switzerland” says Christoph Sauser (2008 MTB World Champion & Olympic Bronze Medallist – Sydney 2000).

The introduction of the Snow Bike Festival into the UCI calendar will not only ensure riders can collect valuable UCI points, but also guarantees a total prize money in excess of CHF 7'000.

**ENDS**

Pictures: [www.snowbikefestival.com/press-release/pictures](http://www.snowbikefestival.com/press-release/pictures)

For further information, see our media kit: [www.snowbikefestival.com/media-kit](http://www.snowbikefestival.com/media-kit)

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