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June 3, 2008

FOR IMMEDIATE RELEASE

2008 Cowbell Challenge 12-Hour Mountain Bike Race features national competition, state championships and local community support

Charlotte/Davidson -- The nation's best endurance mountain bikers will converge on Fisher Farm Park in Davidson, NC, to race for the bell in the seventh annual Cowbell Challenge 12-Hour Mountain Bike Race on June 21, 2008. A USA Cycling Ultra-Endurance series event and the North Carolina 12-Hour State Championship, the Cowbell Challenge will benefit Parks and Recreation Youth Program Scholarship Fund and Hospice of Lake Norman.

"In seven years we've gone from a small local race to a nationally sanctioned event that brings in top racers from all over the US," said Taylor Sullivan, race director. "That's because we focus on both the racer and the community. We're designing a course that challenges bikers of every skill level, including the pros, and we donate all the proceeds from the race to organizations that make a difference in the lives of people here in the community."

"We at the Town of Davidson Parks and Recreation Department are excited to host the Cowbell Challenge 12-hour endurance race. It is fitting that the race will be taking place on a former dairy farm that was operated by the Fisher Family since the mid-1800's," said Steve Fraher, Director of Parks and Recreation for the Town of Davidson.

Free to spectators and supporters, the Cowbell Challenge features solo (both pro and amateur), duo, single speed, and team categories with fees starting at \$65 per racer. Solo riders and duo teams who want to try out endurance racing but don't feel ready for 12 hours can choose to compete in the 6-hour race. Throughout the race, which begins at 10 am, riders will be competing in several other "races within the race," including Fastest Lap, King/Queen of the Mountain, and the highly popular Café du Cowbell, rewarding the first racer to cross the line at the top of each hour. Racers in the Pro Open and Single Speed categories also compete for a cash purse totaling more than \$3,000. "Cowbell Challenge was one of the first races to offer equal payout to men's and women's categories," Sullivan noted. "We're glad to be able to offer equal payout again this year." Top national competitors committed to the race include the 2007 Cowbell Challenge men's champion Brandon Draugelis (SoBe/Cannondale) who took third at the 2007 World 24-Hour Championship, current US 24-Hour National Series Champion Nat Ross (Gary Fisher-Subaru), and Carey Lowery (Outdoor Store/Specialized) who took second in the 2007 Cowbell Challenge and the won the 2007 National Ultra Endurance 100 Series.

The race course utilizes existing trails at Fisher Farm Park, as well as additional features that will bring the total length to seven miles. “The land was purchased in December of 2002 by the Town of Davidson with the assistance of Mecklenburg County Park and Recreation,” noted Fraher. “Our goal, already underway, is to begin the efforts of preserving open space and the rural character of NE Mecklenburg County. Welcome to Davidson and best of luck to all riders, teams and their families and supporters.”

Cowbell Challenge was incorporated as a tax-exempt organization in 2007 in Charlotte, NC, and the annual race is organized and managed by a small but dedicated group of volunteers who combine an extraordinary passion for the sport of mountain biking with deep commitment to the community to produce an event that holds a unique place in Charlotte and the mountain biking world. Local and national sponsors for 2008 include Organic Systems LLC, Bicycle Sport, Lomax Tile & Marble, Carolina Realty Advisors, The Cycle Path, The Right Words, Shannon Ridge Winery, Maxxis International, Hammer Nutrition, PrincetonTec Lighting Systems, Today’s Hot Water, elete™ Electrolyte Add-in, MTBPath, and Earth Fare. Visit www.cowbellchallenge.org for more information on registration, schedule, sponsors and rules.

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