



PRESS RELEASE

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## **2010 UCI Mountain Bike and Trials World Championships at Mont-Sainte-Anne in Québec, Canada, joins forces with Grand Raid**

### **Endurance riders at the heart of the agreement**

**Mont-Sainte-Anne (Québec, Canada), August 5, 2009**—Organizers of the 2010 UCI Mountain Bike and Trials World Championships at Mont-Sainte-Anne are visiting Grand Raid to meet racers and tell them all about Raid Vélo Mag, the endurance race from Québec City to Mont-Sainte-Anne. The committee will be concluding a partnership agreement that gives Grand Raid racers the chance to win a trip for two to the World Championships in the Québec City region, including two spots in Raid Vélo Mag.

### **You're invited to take part!**

Grand Raid participants are invited to register on the contest page of the official 2010 World Championships website at [www.montsainteanne2010.com/grandraid](http://www.montsainteanne2010.com/grandraid) for a chance to win a trip that includes

- Two **return flights** with SWISS International Air Lines<sup>1</sup>
- **Accommodation** at the foot of Mont-Sainte-Anne, Eastern Canada's mountain bike Mecca
- **All breakfasts, lunches, and dinners**
- **VIP access** to the UCI World Championships
- Official **t-shirts**
- **Registration** for two in **Raid Vélo Mag**, a long-distance endurance race from historical Québec City to Mont-Sainte-Anne across spectacular back-country trails

<sup>1</sup>Economy class. Departing from Zurich or Geneva to Montréal only. Trip available exclusively from August 26 to September 5, 2010.

### **2010 UCI Mountain Bike and Trials World Championships at Mont-Sainte-Anne**

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## **Vélirium hosts the UCI World Championships in 2010**

Mont-Sainte-Anne will celebrate 20 years of mountain biking by holding the UCI World Championships in 2010. The vacation spot has hosted the World Cup since 1991, and the area has become known as Eastern Canada's mountain bike Mecca and a classic on the UCI circuit. Vélirium—a three-weekend event created in 2003, culminating with the World Cup—has become THE mountain bike festival in Canada. The 2010 edition is going to be the best mountain bike event ever. No ifs, no buts, no excuses.

Vélirium will take place from August 21 to September 5, 2010. The program includes amateur runs (downhill, freeride, cross-country, and endurance), family events with free races for the kids, cultural events including photo and video exhibits, loads of fun, dancing every night, and, of course, the World Championships from August 30 to September 5 to top off the festival!

### **A destination with so much to offer**

In 2010 you'll have at least 3 good reasons to cross the Atlantic: 1. To race in Raid Vélo Mag or one of the other amateur races during Vélirium. 2. To see the World Championships for yourself, because when you're training, it pays to check out the pros! 3. To take in all the fun of Vélirium (including an electro music night) and all the charm of Québec City.

Mont-Sainte-Anne is only 30 minutes from Québec City, a UNESCO world heritage site. The region abounds in cultural and outdoor activities.

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