

Klamath County Tourism Grant
Final Report

Name of Organization: *Ore-Cal Resource Conservation & Development Area Council*

Address: *P.O. Box 383, 206 Fourth Street, Suite C*

City/State/Zip: *Yreka, CA 96097*

Contact Person: *Allison Wells-Leal*

Phone Number: *(Office) 530-841-0327, (Cell) 530-340-5110*

Title of Project: *Art of Survival, Exhibit from the Tule Lake Confinement Camp*

1. Detail the matching funds received and provide proof of their receipt?

Cash match in the amounts of \$300.00, \$500.00 were received in support of the award.
(see attached budget and documentation)

In-kind match in the amount of \$1800.00 was provided by Steven Baker, Hyperlink Studios
(attached)

2. Complete the budget expense templates for both the project and the marketing plan?

(See attached)

3. Where did you spend advertising dollars and did they provide the desired results?

All funding provided through the grant, cash and in-kind match was allocated to the design, development and maintenance of the website (<http://www.artofsurvival.org>).

The website has documented more than 1,221 visitors (see attached) e-mail dated August 12, 2014 from Steven Baker, Hyperlink Studios).

4. Provide a detailed list of all marketing materials and an electronic version of the material on a CD (including audio or video recordings).

The grant funding was allocated for website design, development and maintenance. There are no printed, audio or video recordings. Marketing/advertising materials provided through a grant from the National Park Service identified the Art of Survival website (<http://www.artofsurvival.org>) as a primary source of information regarding the exhibit, partners, sponsors, etc.

5. How many people from out-of-county attended?

Documentation from the exhibit site, the Favell Gallery in Klamath Falls, Oregon indicates that more than 3,500 people visited the exhibit from April 4, 2014 – July 27, 2014. Of these, it is estimated

that 70% or more were from out of the area. More than 300 visitors attended the exhibit during the bi-annual "Pilgrimage" event held over the 2014 Fourth of July Holiday and an additional 100 cyclists from the "Art of Survival" Bicycle Ride visited during the 2014 Memorial Day weekend.

6. How did you determine how many people from out-of-county attended? Why do you feel this is an accurate measurement of the out-of-county attendees.

Information regarding visitations to the exhibit was provided by Janann Loetscher, Executive Director of the Favell Museum. The museum maintains a visitor log which includes names and addresses of visitors.

7. How many extra days did your visitors stay in the area?

An accurate measure of this data is not available due to the nature and purpose of the funding. What is known is that a significant number of the participants in the AOS Bicycle Century Ride and those who visited the region for the Tule Lake Confinement Camp Bi-Annual Pilgrimage ~~would~~^{were} from distant areas and visited for a period of not less than two days.

8. How did you determine how many extra days your visitors stayed? Why do you feel this is an accurate measurement of the extra days?

See response #7

9. Do you plan on sponsoring the event again?

The AOS Website will be maintained until September 2016. There is a possibility that the AOS Exhibit that is now in a two-year traveling phase will conclude during the 2016 Pilgrimage in Tule Lake during July 2016.

10. Do you have any comments or suggestions for the Tourism Review Committee regarding the application award or reimbursement process.

Ore-Cal RC&D greatly appreciates the support of the Klamath County Office of Tourism. The website serves as an important linkage to the Art of Survival and related activities. It should be noted that associated events have provided literature regarding other tourism opportunities in Klamath County and have encouraged further visitation.

By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.



10-07-2014

Rennie Cleland
President of the Board of Ore-Cal RC&D

Klamath County Tourism Grant Application
Project Budget

Ore-Cal RC&D Final Report October 6, 2014

	Committed	Pending	Total	Actual	Comments/Explanations
INCOME					
Tourism Grant Request		4000	4000	2000	Awarded \$2000
Cash Revenues -					
Source: National Park Service		500	500	500	Marketing budget
Source: Floyd A. Boyd & Co.	300		300	300	
Source:					
Total Cash Revenues	300	4500	4800	2800	
In-Kind Revenues:					
Source: Hyperlink Studios	1800		1800	1800	
Source:					
Source:					
Total In-Kind Revenues	1800		1800	1800	Website design/maint.
Total Revenue	2100	4500	6600	4600	
EXPENSES					
Cash Expenses -					
Web	\$400	\$4,000	4400	2800	
Rentals					
Supplies					
Other: Website Development/Maint	-	-	-	-	
Other:					
Other:					
Other:					
Total Cash Expenses	-	-	-	-	
In-Kind Expenses					
Labor: Website Develop, Design, Maint.				1800	
Marketing costs					
Other:					
Other:					
Other:					
Total In-Kind Expenses	-	-	-	1800	
Total Expenses	-	-	-	-	
Net Income<Expense>	-	-	-	4600 0	

DRAWDOWN REQUEST FORM

KLAMATH COUNTY TOURISM GRANT PROGRAM

Please complete and submit this form to Amanda Blevins, Tourism Grant Coordinator at the address listed below to receive your grant funds.

ORE-CAL RC4D
Name of Organization
P.O. Box 383, 206 FOURTH ST., Ste. C
Address
YREKA, CA 96097
City, State, Zip
Allison Wells-Leal
Contact Person
530-841-0327
Phone Number
ART OF SURVIVAL: Exhibit from the Tule Lake
Title of Project

Amount of Award: \$ 2000.00

Balance of Award: \$ 500.00
Drawdown Requested: \$ (500.00)
Remaining: \$ 0

I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Tourism Grant program.

Allison W. Leal EXECUTIVE DIRECTOR 5/20/14
Signature Title Date

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

- ✓ All or a portion of the awarded grant funds may be drawn down, as necessary.
- ✓ Checks will be issued according to the County's usual Accounts Payable schedule.
- ✓ Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to:
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601



KLAMATH COUNTY-FINANCE DEPARTMENT

(541) 883-4202

(541) 850-5385/fax

305 Main Street
Government Center
Klamath Falls OR 97601

Tu red in
12-7-12
Jcm

RECEIVED
DEC 09 2012
By K. Molineaux

November 28, 2012

Tourism Grant Recipients,

Attached you will find two copies of the revised Klamath County Tourism Grant Agreements. The Agreement needed to be revised to include the 'Conflict of Interest' language, numbered 10, on page 2 of the Agreement.

Because the original Tourism Agreements you had signed did not include this language, I will need the revised copies signed and returned to me to give to the Board of County Commissioners to sign. Unfortunately, I will not be able to release funding dollars until the new Agreements are signed and returned by ALL parties. To help speed this process up, the revised Agreements are **due back to me by December 10th**. If I do not receive your signed revised Agreement by December 10th, you will forfeit all funding dollars.

Please call or email me with any questions or concerns you may have.

Thank you,

Amanda Blevins
ablevins@co.klamath.or.us

313071

12/20/2012

2013-00003999
TOURISM GRANT-1ST DRAWDOWN FOR FALL 2012

1ST DRAWDOWN FOR FALL 2012

1,500.00

1,500.00

RECEIVED
JAN 02 2013
K. Molineaux



FLOYD A. BOYD JR.
 P.O. BOX 508 HWY 39
 MERRILL, OREGON 97633-0508
 541-788-5660 800-749-5860

SOUTH VALLEY BANK

98-597
 1232

66598

Pay *Exactly*

*****THREE HUNDRED DOLLARS AND 00 CENTS

to the Order of

ORE-CAL RC&D
 409 PINE ST STE 311
 KLAMATH FALLS OR 97601

Date
 26SEP12

Amount
 *****300.00

Donald C. Boyd

SECURITY FEATURES: MICR LINE, OPTICAL VOID, SECURITY PAPER, SECURITY THREAD, SECURITY INK, SECURITY WATERMARK

⑈066598⑈ ⑆123205973⑆831120358⑈

VENDOR NUMBER CHECK NUMBER PAGE

ORE-CAL RC&D 26SEP12 00066598 1

Invoice Number	Date	Description	Invoice Amount	Discount	Net Amount
66598	26SEP12	RESEARCH GRANT	300.00		300.00
				Total \$	300.00
CASH MATCH FOR RESEARCH GRANT					



Hyperlink Studios LLC

PO Box 7367
Klamath Falls, OR 97602

Invoice

Date	Invoice #
3/20/2014	806

Bill To
Ore-Cal RC&D 206 Fourth St, Suite C PO Box 383 Yreka, CA 96097-0383

P.O. No.	Terms	Project
	Net 10 days	

Quantity	Description	Rate	Amount
	2/20/14 - Art of Survival web site - Revised design template integration (new navigation menu, updated logo, added Hiroshi Watanabe's bio and pictures, added stories.)	500.00	500.00

ORE-CAL RC&D
Hyperlink Studios
62100 · Contract Services:62150 · Outsid AOS Website

4/11/2014

1402
500.00

US BANK

500.00

Ore-Cal RC&D

INVOICE

P.O. Box 383, 206 Fourth Street, Suite C
 Yreka, CA 96097
 Phone: 530-841-0327, e-mail: oreocal@cot.net

DATE: October 20, 2014

FOR: P13AP000025

To: JACS Grant Program
 Attn: Kara Miyagishima, Program Manager
 National Park Service, Intermountain Regional Office
 2795 West Alameda Parkway
 Lakewood, CO 80228-2838

Inv# 04-2014

DESCRIPTION	AMOUNT
MGB Design	
Inv.# 10452R (Doutt, Yogi, Elinson, Chamberlain)	4918.00
Inv.# 10454 (Production @ \$566., Research @ \$50., Acquisition @ \$60.00)	676.00
Inv. #10455 (Acquisitions, C. Schmedlin @ \$750.)	750.00
Inv. #10456 (Research, S. Bone)	225.00
Inv. #10457 (MGB Creatives \$4650, MGB Coordination \$2700)	7350.00
Inv. #10459 (Fabrication - Watanabe Art @\$1734.)	1734.00
Inv. #10450 (Acquisition @ \$1023, Supplies @ \$140, Fabrication @ \$158)	1321.00
Inv. #10461 (Research/Honorariums: Yamaichi, Shimizu, Tamura, Watanabe, Inada)	1425.00
Inv. #10462 (Fabrication/Blair) @420.	420.00
Inv. Ref. #100 (Resisters.com Productions - Fabrication)	500.00
Total - MGB Design	19319.00
Ore-Cal RC&D	
Inv# 806 - Hyperlink Studios, Web Design (revision, navigation, photos, links)	500.00
Inv#3-4-2014 Favell Gallery, Rent, April 2014	2500.00
Wal-Mart (Supplies, 2 Samsung TV's, Conf.#8228046-175009) 875.98+63.51 CA Sales Tx	939.00
Inv#3-18-2014 Advertising Collier Interpretive Center-CA Welcome Center (Rack Cards)	170.00
Personnel, Ore-Cal RC&D, Allison Wells-Leal	1500.00
Admin/Overhead - Ore-Cal RC&D	214.00
Total - Ore-Cal RC&D	5823.00
TOTAL	25142.00

Make all checks payable to Ore-Cal RC&D
 If you have any questions concerning this invoice, please contact Allison Wells-Leal @530-841-0237 or
 530-340-5110

Cost Breakdown for the Art Of Survival Web Site

ITEM	DESCRIPTION	PRICE
SITE DESIGN	Hyperlink Studios will custom design the site, based on direction from the project coordinator. This includes: - Template Graphical Design - Logo work - HTML layout	\$1,500
CONTENT MANAGEMENT SYSTEM	Hyperlink Studios will incorporate a Content Management System so that site administrators can make easy text adjustments. This does not include the ability to make over-all design changes to the template.	\$1,900
DATABASE DEVELOPMENT	Hyperlink Studios will setup and install a database for the Content Management System.	Donated Service (Normally \$1,000)
INTERACTIVE FORMS	Hyperlink Studios will setup interactive forms that allow site visitors to provide feedback and content submission.	\$400
WEB SITE HOSTING	Hyperlink Studios will host this web site on our hosting server.	\$9.99 per month (20 mos. = \$199.80) or \$109.89 per year (one month free) (20 mos. = \$189.81)
MAINTENANCE	Hyperlink Studios will make any changes to over-all design, back-end code, and content updates as necessary. 40 hours total at 2 hrs/mo	Donated Service (Normally \$800)

Total: \$3,999.80

Klamath County Tourism Grant Application and Ore-Cal Art of Survival Century Ride Grant Report

Marketing Budget Form					
	Committed	Pending	Total	Actual	Comments/Explanations
CASH INCOME					
Tourism Grant Request	5,500		5,500	5,500.00	Actual grant amount was *\$5,500, we had requested \$10,000 so we modified the budget to match the grant amount
Other Sources	6628		6,628	1,650.00	Required Cash Match
MHS Contribution and Other				1,446.91	MHS contribution to increase budget
Total Revenue	12,128	0	12,128	8,596.91	
Cash Expenses					
Advertising					
Print	3080	0	\$3,080.00	2,679.50	
Web/Social Media	2,750	0	\$2,750.00	2,688.00	
Other internet -Survey	\$82.50	0	\$82.50	82.50	
Other: TV & Radio	4015	0	\$4,015.00	3,056.00	
Other advertising:		0	\$0.00		
Total Advertising	\$9,927.50	0	\$9,927.50	8,506.00	
Printing Map		0	\$0.00		
Postage		0	\$0.00	90.91	
Misc/Other (Explanation required)		0	0		
Other: Mileage		0	0		
Other: Social Media		0	0		
Other:		0	0		
Total Miscellaneous/Other	0	0	0	0.00	
Total Expenses	\$9,927.50	\$0.00	\$9,927.50	8,596.91	
Net Income (expense)	\$2,200.50	\$0.00	\$2,200.50	0.00	

Notes from Klamath Marketing Budget Form

Do not include any non-cash items as they are not eligible in determining the matching contributions requirement.
 Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or lines if necessary to provide complete information
 Value all volunteer labor at \$10.00 per hour for in-kind revenues and expenses.

Klamath County Tourism and ORE_CAL_Art of Survival Century Ride Grant

Project Budget

*Modified budget based on reduced grant amt.	Committed	Pending	Total	Actual	Comments/Explanations
Income					
Tourism Grant Request	5,500		5,500	5,500.00	Actual grant amount was *\$5,500, we had requested \$10,000 so we modified the Committed and Pending budget columns to match the grant amount
Cash Revenues					
Source: Event Registrations		9350	9350	10,100.00	194 registered riders
Source: Jersey and T-shirt sales		1100	1100	2,405.00	
Source: Cash Match AOS/Ore-Cal/MHS		1650	1650	1,650.00	
Source: Other/ Donations				6,679.59	
Source: MHS Cash Contribution for marketing				1,446.91	
Total Cash Revenues	5500	12,100	17,600	27,781.50	
In-Kind Revenues:					
Source: Discover Klamath	1650		1650	2,574.00	
Source: Malin Historical Society		1100	1100	3,268.00	
Source: Cycle Siskiyou		550	550	820.00	
Source: Try Unity		550	550	1,085.00	
Source: Other Agencies				1,003.00	Modoc National Forest, NPS, KB Refuge
Source: Local Cities				1,565.00	Cities of Malin, Merrill, Tulelake
Source: Other					
Total In-Kind Revenues	1650	2200	3850	10,315.00	
Total Revenues	7150	14300	21450	38,096.50	
Expenses					
Cash Expenses-					
Administrative costs	3300		3300	1,375.00	
Marketing Costs	12,128		12,128	8,596.51	See Marketing Budget
Rentals	1650		1650	400.00	
Supplies	523		523	903.23	
Other: Insurance, Permits, Fees	1100		1100	1,623.22	
Other: T-Shirts/Jerseys/Water bottles				3,134.00	
Other: Event Luncheon and Speaker				2,400.00	
Total Cash Expense	18701		18701	18,431.96	
In-Kind Expenses					
Labor 498 hours X \$10 per hour				4,980.00	
Marketing costs				1,450.00	
Aid Stations/Rest Stops				1,703.00	
Graphic Design/Ads/Webmaster				2,468.00	
GIS Maps and Printing				980.00	
Signs				545.00	
Total In-Kind Expenses	0	0	0	12,126.00	
Total Expenses	18701	0	18701	30,557.96	
Net Income (expense)	-11551	14300	2749	7,538.54	

Notes:

Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or line if necessary to provide complete information
 Value all volunteer labor at \$10.00 per hour for In-kind revenues and expenses



“Ore-Cal’s mission is to increase the vitality of our natural resource-based communities.”

Final Grant Report

Klamath County Tourism Grant

Project Name: 2nd Annual Art of Survival Century Bicycle Ride

Submitted by Ore-Cal RC&D Council

Introduction/Highlights

Ore-Cal RC&D Area Council considers the 2015 Art of Survival Century cycling event(AOS) a great success bringing a great deal of attention and tourists to the Klamath Basin. Some of the highlights are:

The ride grew from 71 riders in our first year to 194 riders this year. We calculated the economic impact to be around \$40,000 for the Memorial Day weekend, which we attribute in large measure to the support from the Klamath County Tourism Grant. The Riders Survey had an astounding participation rate of 85% with 164 riders completing the survey out of 194 riders. The data along with the large volume of comments shows great engagement with the riders to help us improve the ride and helped us develop data to quantify and justify the grant funding we received this year from Klamath County. The number of sponsors grew along with the amount donated from \$1,200 in 2014 to \$6,900 in 2015. The number of organizations partnering to complete a safe and enjoyable event grew by leaps and bounds with over 75 partners helping with the sponsorship and support of the operation of the event. We believe all of these factors and the successes achieved created a great springboard for continued successful fundraising (the Malin Historical Society, a non-profit sponsor of the event, raised over \$10,000 including proceeds from the Silent Art Auction. The ride continued to grow into a community/Lower Klamath Basin/regional asset with the profits aimed at benefiting the entire Lower Klamath Basin area.

Project Plan

Main Focus

Ore-Cal RC&D Council's (Ore-Cal) plan was to secure marketing funding to grow and expand on the successes of the inaugural 2014 Art of Survival Century ride. By building a successful annual event Ore-Cal planned to use the vehicle of Bicycle Tourism to increase exposure and income to the rural part of the Lower Klamath Basin. We realize as this event grows and the small rural community's capacity is reached that Klamath Falls will be a recipient of revenue due to the variety of great amenities and location just north of the rural communities immediately to the south. The capacity of the small communities, a draw for those getting away to come here, could not handle large crowds and ultimately the largest benefactor of this would be Klamath Falls. For this reason, Klamath Tourism is a natural fit and needed partner to really grow this event into the future.

Project Activities

Specifically we planned to use the grant funding to:

- Upgrade/update the website and as you can see by clicking on the following links, we completed this portion of the plan creating an ongoing asset and social platform that will take us into the future. (www.artofsurvivalcentury.com) and Facebook (<https://www.facebook.com/ArtofSurvivalCentury>)page.
- We developed additional social media platforms such as Twitter , LinkdIn, Google+, StumbleUpon, and Reddit creating a strong social media connection in which to communicate with riders and the cycling community. (Click on the links listed above)
- Part of the plan was to create great maps for the ride by hiring Geographic Information Systems (GIS) specialist
 - We were able to recruit volunteers help from USFS employees to help us develop the maps and routes thus freeing up these funds for more marketing activities. Check out a PDF of the map on our Links and Documents page later in this report.
- We hired a graphic artist to work with the GIS contractor to create marketing materials and graphically depict local features on the map that may be an interest to tourists so the map would continue to market the area as riders took the map back home with them.
 - We hired local and found a great asset by using XXXXXXXXXXXXXXXX. They worked with the mapping folks to develop map. They designed and developed the Rack Card and Tri-Fold Brochure we mailed out and delivered both electronically and in paper copy to bike shops, bike events, visitor centers, Chambers of Commerce, Motels and Hotels, as far south in California as Sacramento and east to Chico, and north as far as Portland and east to Bend, in Oregon.
- We purchased ad space and arranged for Public Relations promotion in regional tourism and international bicycling publications such as Cycle California, Bicycle Paper, Eventful, Spingo, Shasta Living Streets Event Crazy, Oregon Events and Festivals, The Oregonian, Sacramento Bee,

Cycle Siskiyou, Active Norcal, Enjoy Magazine, and Jefferson Backroads. You can see the issues using the Links and Documents page later in this report

- We purchased air time working with our ride sponsor Malin Historical Society and created a great partnering opportunity for our ride with Discover Klamath. We discovered in our planning and during implementation that TV and Radio would not be cost effective without a partner who would also benefit while sharing in the costs so we could afford to market in these media.
 - We purchased production time and media placement from KTVZ in Bend, Oregon and campaign help and PR services from Marcomm Public Relations in March and April
 - Our media partnership with Discover Klamath hired Basin Video to create a 30 second spot for airing on KTVZ.
- We discovered and hired a great regional social media company that expanded our reach by buying us access to a 40,000 member mailing list. Orbike.com supplied expertise and mentoring for our social media volunteer to learn for future. They helped us by setting up accounts in the social media platforms mentioned above and helped provide interesting content which is gold when it comes to social media. The mentoring process extended to our ride co chairs, George Jennings who helped us with Cycle Siskiyou support through their website and Facebook page and mentored/trained our social media trainee/volunteer.
 - Ore-Cal, Malin Historical Society and the ride co-chairs all agree hiring OrBike was the difference in reaching the rider numbers we were able to get to come to the ride. Additionally, we were able to penetrate directly the exact demographic markets we were aiming for, active cyclists looking for the new area to ride and new event to try.

Projected in-kind funding

- Cycle Siskiyou coordinator George Jennings representing the originators of the Art of Survival (AOS) donated mentoring time, mileage, WebEx account use, conference hardware for monthly meetings and countless hours of phone time with the project co-chairs Linda Woodley and Beverly Ott. In addition to the time (7 meetings X 4 hours using \$10 an hour (standard rate \$30 an hour) the value of this in-kind time is \$280) and mileage(8 meetings x 186 miles x 56 cents a mile or a value of \$833.28 for a total minimal in-kind of \$1153.28 this does not include the cost of WebEx or the phone equipment) in-kind donation the Economic Growth Group EGG and their Cycle Siskiyou Project donated \$1,000 in cash to the event as an event sponsor.
- Discover Klamath far exceeded our requests and expectations with their involvement in the marketing partnership with Ore-Cal and Malin Historical Society on this project. Their documented marketing match of \$2574.00 really doesn't tell the whole story. Through mentoring, marketing planning, spreadsheet development, ride support at the Pre-ride reception at Discover Klamath in Klamath Falls on Friday May 22nd they demonstrated in action and deed the true meaning of being a partner and mentor. Jim Chadderdon and Tonia Ulbricht helped us in so many ways but I just wanted to highlight the work they did at the Pre-Ride event. We swamped with preregistrations and riders wanted to know where else they could ride after the event. Jim and Tonia were helping them after closing time to use their new Cycling Klamath website and also making us copies and helping direct riders to shopping, motels, and

places to eat a great meal in Klamath Falls They rolled out the red carpet for our riders and for many this will be their first memory of the ride and Klamath County, great job Jim and Tonia.

- The USFS employees used their own time to scout, map and produce the data for our ride maps document. Just a note, the rate for GIS services is generally well in excess of \$100 an hour. We used the \$10 an hour rate for their in-kind match time.
 - Two USFS employees that documented time were Recreation Specialist's Steve Knutson and public information officer Ken Sandusky. Steve attended most of the meetings and conducted the Mt. Bike ride we added with his urging. 20 riders were able to see the beauty of the Basin on a different bike and on a trail route he designed. The Mt. Bike ride occurred on the same day as the century ride on the Modoc National Forest.

Cash Match

Much thanks and appreciation goes out to all the cash sponsors:

- Cycle Siskiyou donated \$1,000 to the 2015 Art of Survival Century (AOS)
- The TryUnity Group from Tulelake, Ca/Malin, Or./Merrell, Or donated \$1,000
- Mt. Shasta Tourism group promoting Stewardship Tourism, Nancy Swift of J.E.D.I., \$500
- Avista for \$500
- Bailey-Trottman Farms \$500
- Adkins Engineering \$500
- H&M Gopher Control \$500
- Dr. Mirande \$500
- Aspen Environmental \$500
- Plus cash donations from between \$25 and \$250 dollars bring the total for all donations to \$6450
- The Silent Auction had donations valued at \$4124 and raised \$1077.
- The Grantee (Ore-Cal and event Partner Malin Historical Society) completed their required cash match of \$1650 using cash donations from sponsoring partners. The breakdown is: \$270 toward the purchase of print advertising in Cycle California, \$200 toward the purchase of print advertising in the regional magazine Jefferson Backroads, \$806 to pay the graphic artist for creative design work on the out of county marketing materials such as Tri-Fold Brochure, the Rack Card and the posters. The Graphic Artist also collaborated with the GIS folks on the rider maps. The cash match also helped pay for poster printing \$137.50 and part of the expense of the website update \$105. \$131.50 of the cash match helped pay for the television time to run the ads in Bend, Oregon. The required total cash match from the event partnership of Ore-Cal and the Malin Historical Society met the match amount of \$1650.

Project Goals

Ore-Cal documented two Project goals:

1. We projected we would recruit 250 riders which would be 179 higher than the first year did. We felt very successful in getting 194 riders even though we did not reach goal of 250 we increased ridership by 173 percent and that was a big success.
2. Our second goal was to conduct a rider's survey to capture data showing group size, length of stay, location of stay and using this data estimate an economic impact in dollars to the region. The survey was very successful with 162 riders taking the survey of 194 entries or 83% of the riders completed the survey. We attribute the high rate of surveys to having the Tulelake Continuation School on the Fairgrounds directly at the finish line in an air conditioned, 12 seat computer lab with a great young volunteer to assist riders as they sat down and gave us their thoughts. We gave each rider a free Cycle Siskiyou Buff valued at \$1.25 each which was donated by Cycle Siskiyou. The full results are published in a PDF attachment and we want to remind the committee or anyone ready these results are confidential and the property of Cycle Siskiyou who donated their survey capabilities, volunteer time, and programming to the event.

Summary of the Survey Results

The stated goals of the rider survey was to capture data such as length of stay, other activities engaged in while staying, type of lodging used, and how many were in their party. Generally the idea was to see what kind of a return on investment for the grant funds as best we could estimate for the transient tax that makes up the grant funding. In other words, how much economic impact did we have on the area based on grant funding invested. Here is what we know from the survey:

What type of lodging was used if they stayed?

- 40% of those answering said they stayed in Motel/Hotel/B&B's
- 25% stayed at RV/Camping sites
- We assumed the other 34% may have lived close enough to drive here the morning of the ride and drive back the same day. Therefore no lodging expense was incurred.

How long are you staying in the area?

- 123 answered and 41 skipped the question
- 49% stayed 2 to 4+ nights or 71 riders
- 39 stayed 2 nights, 12 stayed 3 nights, and 5 stayed 4 or more nights

Where did they go while here for the event?

- 76 of the 164 respondents answered the question or 47%, 88 skipped the question and part of the question asked them to skip the question if you live in the area.
- 79 responded they spent 1 to 3 nights in Klamath Falls (48), Merrill (19) or Malin (12)
- 103 stayed 1 to 3 days in the Upper Klamath Basin which includes Butte Valley, Klamath Falls, Merrill and Malin

How many non-riders traveled with you?

- 127 answered the question with 37 skipping it
- 10 riders responded they brought one person and 4 riders responded they brought 2 non-riders with them
- From this I would conclude that 208 people came to the ride and 194 were riders.

Other Facts of Interest

- 49 of the riders who took the survey were from California, 1 from Nevada, 1 from Washington, and 113 from Oregon
- Of the 164 that took the survey 65 (83 actual from entry forms) were from Klamath County and 99 (111 actual count from entry forms) were from out of the county
- 80% said they would either recommend or strongly recommend the ride to others
- It was an almost 50-50 split on males and females riding the event
- 38% were age 55-64, 18% were 65 and older, 25% were 45-54 years old, 18% were 25 to 44 years old, 2% were 24 years or younger
- Income ranges: Household income ranged from 41% over \$100,000, 17% \$75-99,999, 26% \$50-74,999, 15% had a household income of \$49,999 or less.
- 162 rider gave us their zip code information

Comments section summary

- We had a large number of riders take the time to write out comments and that is a big success. Comments are gold for those trying to understand the riders and market to their desires
- An overwhelming number stated what we already know, the natural beauty was one of the greatest highlights of the ride
- There were a lot of comments regarding the friendly communities and people
- No traffic was a common response
- Riders enjoyed Stewardship aspect of the ride, the historical, natural beauty, and community that permeates the area

Efforts to Extend the Stay of Riders

Volunteers like Beverly Ott and Linda Woodley and other committee members traveled around the area to businesses and organizations collecting brochures, maps, rack cards, sample products such as energy bars and suntan lotions, advertising for the Klamath Refuge, the Hotels and Motels in the Basin, the Lava Beds and Valor in the Pacific National Monument fliers, Modoc National Forest Recreational Brochure, Smokey the Bear literature and a variety of other promotional items to give the riders as much information as possible to get them to stay in the area and enjoy the opportunities that abound.

Based on the Dean Runyan Associates 1991-2014 Travel Study on multipliers to economic spending based on length of stay and the average spending we estimated that the economic impact of the 2015 Art of Survival Century was over \$40,000 which includes rooms, food, recreation and

entertainment. These revenues pumped badly needed economy into the Klamath Basin and a large portion of that went to Klamath County businesses.

During the training session for the Grant we were handed a Room Night Calculations worksheet that showed, based on our grant amount of \$5,500 and using their formula we would have to produce 860 room stays in local lodging to break even with the funding we were awarded. We have 194 riders and assuming they all stayed in the area and brought a total of 50 friends with them that rented their own room with all of them staying 4 nights they would have produced 976 room stays. With 976 room stays and assuming \$80 a night would generate \$78,080 in generated room revenues.

Links and Documents Page

Paid Advertising (TV, web, social, and print)

Links

1. The TV advertising video can be viewed on the Facebook page at:

<https://www.facebook.com/ArtofSurvivalCentury/videos/vb.581267651963978/814924628598278/?type=2&theater>

2. A copy of the video will be supplied on a CD.
3. Link to the website: <http://survivalcentury.com/>
4. Link to Facebook page: <https://www.facebook.com/ArtofSurvivalCentury>
5. Cycle Ca magazine advertisements – SEE the PDF's file for Feb-March-April ads
6. Jefferson Backroads magazine advertisements
 - a. February- <http://jeffersonbackroads.com/wp-content/uploads/2015/02/FEB-2015-JEFF-BACKROADS-web.pdf> - On page 10
 - b. March - <http://jeffersonbackroads.com/wp-content/uploads/2015/03/MAR-2015-JEFF-BACKROADS-web.pdf> - On page 10
 - c. April - <http://jeffersonbackroads.com/wp-content/uploads/2015/04/APR-2015-JEFF-BACKROADS-web.pdf> - On page 6
7. Google map of riders from Survey zip codes:
<https://batchgeo.com/map/700f12ff95d4dd3831e57eb143f74880>
- 8.

Copies Advertising Print Products

Item

1. The Tri-Fold Brochure
2. The Rack Card
3. Event Map
4. Posters
5. Riders Jersey
6. T-Shirt Design
7. AOS on Orbike website Calendar
8. Orbike screenshot of AOS Blog on Orbike "Free ride passes"
9. Marcomm links to Public Relations

Item #1 Art of Survival Brochure Front and Back

Art of Survival Century - Promoting Fitness, Family and Fun

2nd Annual
ART OF SURVIVAL CENTURY
May 23, 2015

Our motto is *Fitness, Family and Fun* which is reflected in the different course options. Choose from routes of a Century, 60, 40, 20-mile mountain bike route through the Modoc Forest or two 20-mile family friendly rides. The location behind the "Art of Survival Century" is to expose riders to an undiscovered part of Shasta, Modoc and Klamath Counties while doing our part to ensure "survival" of rural America.

This year the ride is again taking place in the Tulelake/Klamath Falls region of Northern California and Southern Oregon. Riders pedal through scenic farm country and spectacular sites including the first US National Wildlife Refuge, the Volos of the Pacific National Monument and the Lava Beds National Monument where amazing geology and geography surround the ride. Rest stops combine excellent food and beverages with educational components and unique Ranger/Historian led talks. All road routes are light on traffic and have mostly flat terrain. Convenient affordable local lodging is available, and all proceeds from the event benefit local rural community development.

Beauty, Wildlife and Rich History




REGISTRATION

Register online at www.artofsurvivalcentury.com or please fill out this form and mail with check payable to Madras Historical Society, P.O. Box 29, Madras, OR 97632. Please plan to attend our pre-ride reception on Friday, May 22, 2015 from 4:30-6:00 p.m. at the Discover Klamath Visitor Center, 335 Riverside Drive, Klamath Falls, Oregon 97601. Pick up your rider's packet, discover and select seat activities, and enjoy refreshments. All riders must check in at the Tulelake-Butte Valley Fairgrounds, 800 Main Street, Tulelake, CA 96134 where registration and packet pick up will also be available the morning of the event.

Name _____
 Gender (M/F) _____ Date of Birth ____/____/____
 Address _____
 City/State _____
 Zip _____ Phone _____
 Email _____

REGISTRATION (THRU MAY 15) - CHECK ONE

Century Ride All Ages \$75.00 Open (All Inclusive)

60 Mile Ride All Ages \$60.00 Open (Captain Jack's Stronghold)

40 Mile Mt. Bike Ride All Ages \$25.00 Open (Madras Lake Highland - NEW)

20 Mile Ride - Mt. Bk. Family Friendly (Early Riders) All Ages \$25.00 Open

20 Mile Ride - Mt. Bk. Family Friendly (Veteran Trips) All Ages \$25.00 Open

PLEASE ADD \$5.00 LATE REGISTRATION FEE IF REGISTERING AFTER MAY 15

FEES INCLUDE:
 Fast Day Food/Beverages • BAG • Delicious Post-Ride Creamed Milk • Entertainment • Prizes • Meet & Greet

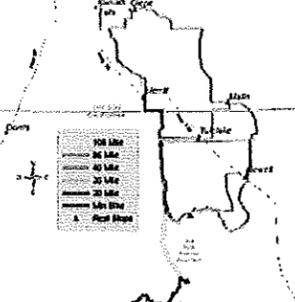
NON-RIDERS JOIN THE FUN!
 Non-Rider Meal Ticket - \$18.00 Per Person

T-SHIRTS & HELMETS AVAILABLE: Order Online

A great weekend getaway with available multiple-day activities, including exploration of caves in Lava Beds National Monument, visitation of Crater Lake National Park, wildlife viewing and riding other bike trails.

VISIT WWW.ARTOFSURVIVALCENTURY.COM
 OR CONTACT BEV AT 541-379-1444



THURSDAY, MAY 21, 2015
 All rides, except for Mt. Bk. ride, start/finish at the Tulelake-Butte Valley Fairgrounds, 800 Main Street - Tulelake, CA 96134.
 Mt. Bk. ride starts/finishes at Lava Beds Visitors Center.

BIKE RITERS & STARTING TIMES

Century (All Inclusive)	7:30 a.m.
60 Mile (Captain Jack's Stronghold)	8:30 a.m.
40 Mile Mt. Bk. (Madras Lake Highland)	9:00 a.m.
20 Mile Mt. Bk. (Early Riders)	9:00 a.m.
20 Mile Mt. Bk. (Veteran Trips)	9:00 a.m.

LODGING
 TULELAKE/NEVER LAWN AREA CAMPING & RV SITES
 Tulelake-Butte Valley Fairgrounds • Fraker Lake 17600 Park
 Center West RV Park • Madras • Madras Valley Campground & RV • Madras National Forest • Lava Beds National Monument
 Madras RV Park • Madras RV Park

TULELAKE/NEVER LAWN AREA MOTELS
 Madras Motel • Wild Goose Lodge • Elm Motel • Veterans Lodge

KLAMATH FALLS AREA DISCOUNT PARTICIPATING MOTELS
 For discount mention "The Art of Survival Century Ride"



For more information
 Visit www.artofsurvivalcentury.com
 or contact Bev at 541-379-1444

Madras Historical Society
 2nd Annual

Art of Survival Century



Provided through your meeting to great friends. Represents the beauty, wildlife and historical legacy of the region.

SATURDAY, MAY 23, 2015
 TULELAKE, BUTTE/KLAMATH FALLS, OR
 TULELAKE-BUTTE VALLEY FAIRGROUNDS



Visit WWW.ARTOFSURVIVALCENTURY.COM
 or contact Bev at 541-379-1444

Item#2 RACK CARD FRONT AND BACK

*Malla Historical Society
2nd Annual*

Art of Survival Century



*Ride through forest canopy to forest lands.
Experience the beauty, wildlife and historical magic of the region.*

SATURDAY, MAY 23, 2015

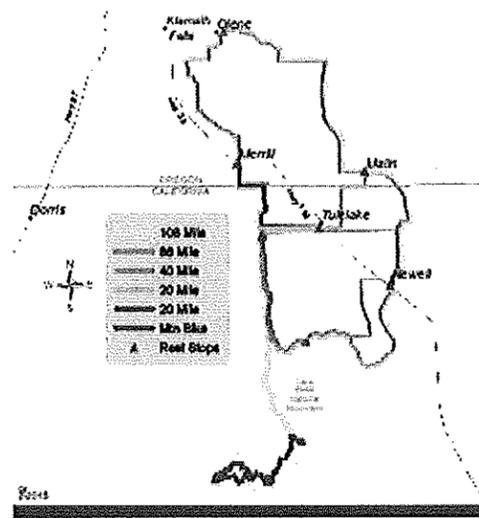
Tulalake, CA / Klamath Falls, OR
Tulalake-Burne Valley Fairgrounds

Come Ride With Us...
In The Greater Klamath Basin and
contribute to a community-wide effort to
stimulate rural vitality across
2 states & 3 counties.

Rides include a Century, 40 mile, and two 20 mile
family friendly road routes, and a 20 mile Mountain
Bike route through forest lands. (See map on back)

Route traverses a geographically unique land of
immeasurable beauty, with distinctive historical and
cultural sites, stunning volcanic formations, dazzling
high desert plateaus, rolling farmland and natural
habitat wetlands.

Visit www.survivalcentury.com
or contact Bev at 541-273-1888



ROUTES
 Century Ride (All Inclusive)
 40 Mile Ride (Captain Jack's Stronghold)
 20 Mile Mt. Blue Ride (Madras Lake Highland)
 20 Mile Ride - Main, Family Friendly (Early Settlers)
 20 Mile Ride - Merrill, Family Friendly (Veteran Tribute)

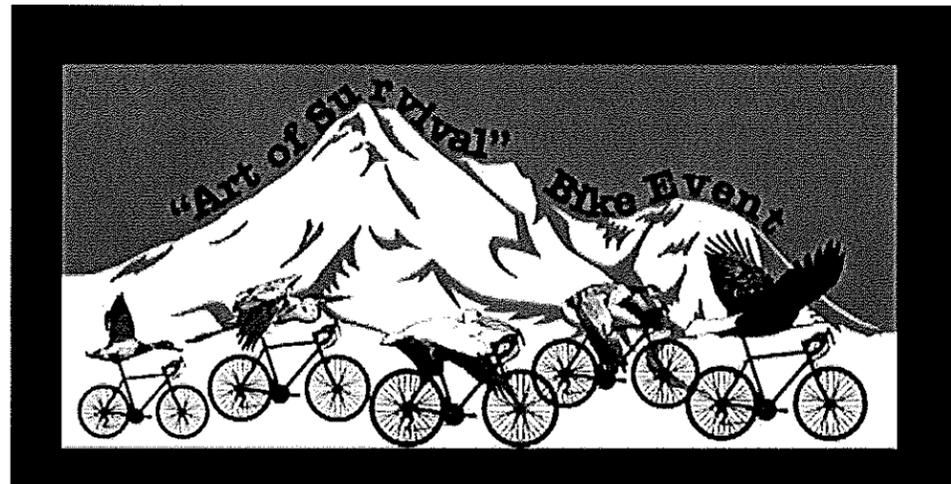
Register online at
www.survivalcentury.com
 or contact Bev at 541-273-1888



Item #4 Art of Survival Riders Jersey



Item #5 Art of Survival T-Shirt Design

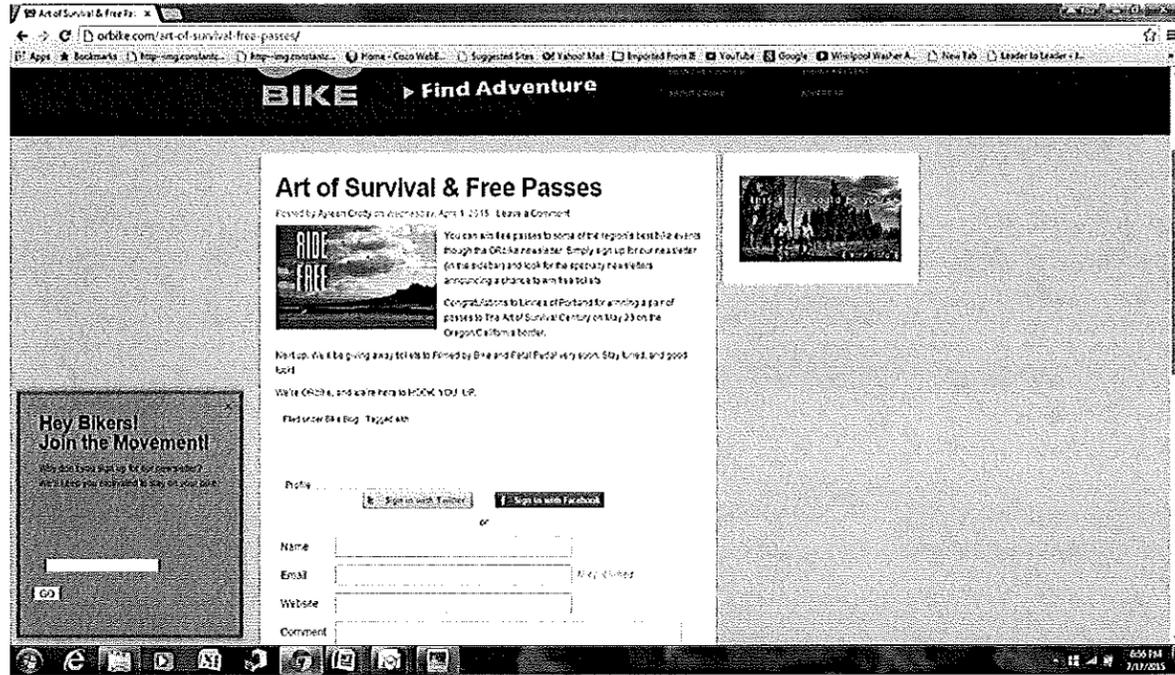


Item #6 Screen shot of the Art of Survival Century on the Orbike Website

The Art of Survival in red brackets.



Item #7 Orbike Screenshot of Free Passes Blog Story



PDF LIST

See PDF File

1. AOS_PR_Herald and News Article_Feb122015
2. AOS_PR_Herald and News Article_June022015
3. AOS_PR_Herald and News Article_May022015
4. AOS_PR_Herald and News Article_May202015
5. AOS_PR_Herald and News Article_Oct172014
6. AOS_PR_Herald and News Article_April022015
7. Art of Survival 2015 Riders Survey
8. Art of survival 2015 Riders Survey Results
9. CycleCAMag_ad_Apr2015
10. CycleCAMag_ad_Feb2015
11. CycleCAMag_ad_Mar2015
12. Orebike Promotional Campaign for the Art of survival Century
13. PR_Marcomm Activity Report April 2015
14. PR_Marcomm Activity Report March2015

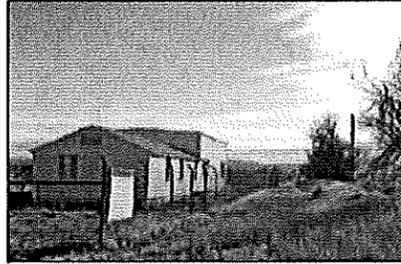


Why the 'Art of Survival' Century

What's the story behind the "Art of Survival" Bicycle Event?

When it was decided to offer a series of Tulelake Basin bicycle rides over the 2014 Memorial Day Weekend, organizers with Cycle Siskiyou picked the Art of Survival in connection with an exhibit of the same name offered last summer at the Favell Museum in Klamath Falls. The exhibit focused on the 18,000-plus Japanese Americans, two-thirds of them U.S. citizens, who were incarcerated behind barbed wire at the Tule Lake Segregation Center near present-day Newell during World War II.

"The 'Art of Survival' takes on many meanings in the greater Klamath Basin," said Bev Fairclo-Ott and Linda

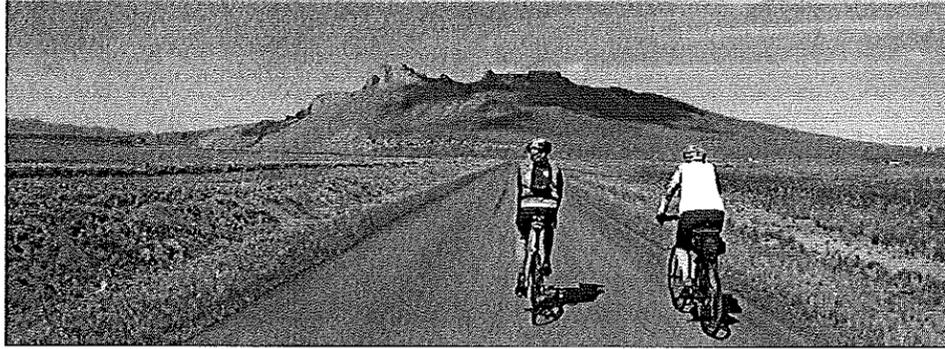


Tule Lake Segregation Center

Woodley, who have taken as the events coordinators. "Not only with the Japanese American internment camp history, but also the history of the area — the early settlers, homesteaders, veterans, Modoc Indians, German POW camp, Lava Beds National Monument and the Tule Lake and various Klamath National Wildlife refuges.

"Also," Fairclo-Ott said, "the title means surviving a medical affliction or survival of our basin farmers with





Ranger Kenneth Doult tells cyclists about the Tule Lake Segregation Center during a rest stop layover.

H&N file photos

Castle Rock provides a dramatic backdrop for bicyclists Jack Nelson and Sharman Blaustein during the 2014 Art of Survival Bicycle Ride last May.

Art of Survival

More than a bicycle ride

MALIN – More than a bicycle ride.

That's the goal for planners organizing the second annual Art of Survival Century bicycle events set for May 23 from the Tulelake-Butte Valley Fairgrounds in Tulelake.

During a meeting in Malin on Wednesday, co-chairs Linda Woodley and Bev Fairclo-Ott met with others as part of an ongoing effort to offer six events they hope will lure 300 to 500 mostly out-of-area participants. Among the keys, according to Woodley and Fairclo-Ott, are emphasizing riders will travel on roads and highways lightly used by motorists while enjoying scenic and historic surroundings.

“Bike tourism is a way to introduce out-of-town people

to experience scenic and low-traffic bike roads with views of Mount Shasta, Horse Mountain, the Peninsula, Lava Beds National Monument, the Medicine Lake Highlands plus the Tulelake National Wildlife Refuge and visitor center," Woodley said.

Other possibilities before and after the rides include museums with historical information about the Modoc War, World War I and WWII homesteaders, the Tule Lake Segregation Center, the prisoner of war camp where upwards of 300 Italian and German WWII POWs were held, and settlement in the post-war years by Bohemians in Malin.

"We are off to a good start and hope to finish with the website and the routes by the end of this month," Fairclo-Otter said.

Support teams will be provided for each route with emergency medical volunteers on stand-by. Riders will be required to wear helmets. Aide stations will provide food and snacks at various stops offered by a variety of groups and organizations.

May 22, the night before the ride, participants will be able to obtain information packets from 4:30 to 6:30 p.m. at the Discover Klamath office in Klamath Falls. Day-of-ride registrations will be taken beginning at 6:30 a.m. at the Tulelake fairgrounds. T-shirts and jerseys will be sold.

Following the bicycle and mountain bike rides, a post-celebratory lunch will be provided by All Occasion Catering, a Malin business, at the fairgrounds. The menu will feature Klamath Basin potatoes. Entertainment will be provided by folk singers Ron Greenbanks and Jack and Greg Matthews. Silent auction items will be offered with profits used to help fund the 2016 ride.

lee@heraldandnews.com



Despite the rain, nearly 200 participated in the annual Art of Survival bicycle ride in the Basin over Memorial Day w⁵

Nearly 200 cyclists enjoy Art of Survival bike outing

Nearly 200 bicyclists ranging in age from 11 to 83 participated in the Art of Survival rides over the Memorial Day weekend.

Despite early rain, organizers said it failed to dampen the enthusiasm of the riders or volunteers. Ryan Bartholomew of the Malin Historical Society, the event sponsor, said participants included cyclists from as far north as the Puget Sound and south to Southern California.

"What a great biking event we had," Bartholomew said.

He said the most popular route was the 108-mile loop.

"Many riders from out of the area stayed through Monday and visited the Lava Beds, Crater Lake and other attractions around Klamath Falls," Bartholomew said. "One couple who biked 108 miles Saturday, biked another 100 miles Sunday over to Bly from Tulelake and then biked about 50 around the Basin Monday. They enjoyed the annual Malin American Legion Memorial Day breakfast on Monday.

Bartholomew and co-organizers Linda Woodley and Bev Fairclo-Ott said the day started off a bit wet, but with a favorable omen.

"At exactly 7 a.m., the official start time of the event, three pelicans poetically flew directly over the Tulelake fairgrounds in formation," Bartholomew said. "For the next hour there was a steady drizzle but by 8:30 a.m. the weather had cleared giving way to a beautiful day in the Basin."

BEAUTY ALONG THE WAY

Organizers said participants were unanimous in their compliments on the beauty of the routes and the area in general.

“They thought the Tulelake fairgrounds was an amazing facility,” Bartholomew said. “They also made many compliments on how friendly everyone in the local area was.”

He said a luncheon after the ride was successful. After Cheewa James, a Modoc Indian and author of books about the Modoc War, gave an inspirational talk about survival, the cyclists were treated to a home-cooked meal by All Occasion catering. He said many riders said they also enjoyed the historical talks given at each aide station and the musical tribute to the armed forces in Merrill.

“Overall,” Bartholomew said, “the event was a huge success. Co-chairs Bev Fairclo-Ott and Linda Woodley led an amazing group of volunteers who logged literally thousands of volunteer hours for the event.

“The volunteers from Lava Beds National Monument, Tule Lake National Wildlife Refuge, the communities of Tulelake, Merrill Malin and law enforcement agencies from California, Oregon, Modoc, Siskiyou and Klamath counties and all the communities really put their best foot forward to make this event happen. Dozens of local businesses gave generously in the form of goods, services, funding and volunteers.”

“We look forward to next year and the third annual Art of Survival ride,” he said.

lee@heraldandnews.com

ART OF SURVIVAL RIDE

Bicycle jerseys available for Art of Survival rides

Bicyclists, others involved in May 23 rides can get commemorative shirts for Basin event.

Special bicycle jerseys are available for bicyclists and others participating in the upcoming Art of Survival Century cycling event on Saturday, May 23, which begins and ends at the Tulelake-Butte Valley Fairgrounds in Tulelake.

Co-coordinators Linda Woodley and Bev Fairclo-Ott said the jerseys are available to riders through the registration process or to anyone else by emailing Woodley at linwoodley@aol.com or calling 541-281-5117. The cost is \$85.

So far, 90 bicyclists from Oregon, California and Washington have registered, twice as many pre-registrations as last year.

Woodley said the organizing group has a new video that is also running as a commercial. It can be viewed at the event website at www.survivalcentury.com. Group orga-

nizers received a Klamath Tourism grant that is allowing promoters to advertise outside the Klamath Basin. She said Ribbon-N-Print of Merrill designed and printed the promotional brochures and rack cards.

"As I distributed them in Nevada, California and Oregon," Woodley said, "I had so many companies asking me who made our handouts."

She credited the successful efforts on various businesses, "the many, many volunteers" and the collaboration of such groups as the Forest Service, National Park Service, Klamath Basin National Wildlife Refuges, along with the cities of Malin, Merrill and Tulelake plus many local businesses and individuals who "want to help us showcase our great area."

The routes include distances of 109, 86 and 40 miles along with two family-friendly 20-mile rides. One route will go to Malin, where people will be encouraged to visit the Malin Park and the new Malin Historical Society Museum, and a second route will go to Merrill, where a Tribute to Veterans program will be held at the Merrill flagpole.

The longer routes will go past farms and ranchers and through the Tule Lake Unit of the World War II Valor in the Pacific National Monument, Captain Jack's Stronghold and Canby's Cross in Lava Beds National Monument, Camp Tulelake and the Tulelake National Wildlife Refuge and Klamath Basin National Wildlife Refuges Complex visitor center.

Also planned is a 20-mile mountain bike event, a loop ride that will start at the Lava Beds visitor center, travel through the Medicine Highlands and by Mammoth Crater.

Support teams will be provided for

each route with emergency medical volunteers on stand-by. Riders will be required to wear helmets. Aide stations will provide with food and snacks at various stops offered by a variety of groups and organizations.

May 22, the night before the ride, participants will be able to obtain information packets from 4:30 to 6:30 p.m. at the Discover Klamath office in Klamath Falls. Day-of-ride registrations will be taken beginning at 6:30 a.m. at the Tulelake fairgrounds.

Following the bicycle and mountain bike rides, a post-celebratory lunch will be provided by All Occasion Catering, a Malin business, at the fairgrounds. The menu will feature Klamath Basin potatoes. Entertainment will be provided by folk singers Ron Greenbanks and Jack and Greg Matthews. Silent auction items will be offered with profits used to help fund the 2016 ride.

lee@heraldandnews.com

By LEE JUILLERAT
H&N Regional Editor

HOW TO REGISTER

Registration for the Art of Survival Century bike event can be done online at survivalcentury.com until Friday morning. Registrations will also be taken at the Discover Klamath office in Klamath Falls from 4:30 to 6:30 p.m. Friday, and Saturday from 7:30 to 9:30 a.m. at the Tulelake-Butte Valley Fairgrounds in Tulelake, where the six rides will begin and end.

Still time to register for Saturday bike event

Routes will range from beginner and family to intermediate and advanced, along with a mountain bike route

There's still time to register for Saturday's Second Annual Art of Survival Century bike event.

Organizers Linda Woodley and Bev Fairclo-Ott said more than 150 people have all ready signed up for one of the six rides.

FRIDAY DEADLINE

Registration can be done online at www.survivalcentury.com until Friday morning. Registrations will also be taken at the Discover Klamath office in Klamath Falls from 4:30 to 6:30 p.m. Friday, and Saturday from 7:30 to 9:30 a.m. at the Tulelake-Butte Valley Fairgrounds in Tulelake, where the six rides will begin and end.

The routes range from beginner/family friendly to intermediate and advanced along with a mountain bike route.

Bike bags will be given to each of the riders, who will also receive donated bags of potatoes and other items. Participants can pickup packets and bike bags at Friday's reception at the Discover Klamath office in Klamath Falls.

Fairclo-Ott and Woodley said the community bike event, sponsored by the Malin Historical Society, is being held with the help of 55 volunteers. They hope to have 500 riders next year, with the possibility of adding a running and walking event.

POST-RIDE EVENT

The post-ride event at the fairgrounds in Tulelake, free to

riders and \$10 for others, will feature a gourmet potato bar, breads and desserts from Malin's Czech descendents, a beer and wine garden by Mike and Wanda's Restaurant in Tulelake, singing and entertainment by Daria and Dexter, and vendors offering various services, including massages. The Modoc Forest Service booth will feature an appearance by Smokey the Bear.

Cheewa James, a Modoc Indian who was born at the former Klamath Indian Reservation, is a former Lava Beds ranger and is the author of "Modoc: The Tribe That Wouldn't Die," will give a talk on "Survival: Test of the Human Spirit."

The Tulelake-Butte Valley Museum, Malin Museum, Lava Beds National Monument Visitor Center and the Klamath Basin National Wildlife Refuge's Visitor Center are available for viewing before and after the ride. All riders registering for the events will have free entry for the Lava Beds and Crater Lake National Park for a week's time.

Information on the Art of Survival Century is available at www.survivalcentury.com. Entry fees are \$80 for the 108- and 86-mile rides, \$55 for the 40-mile and \$30 for the 20-mile rides. Discounts are available for families and groups of three or more.

RIDE ROUTES

The 108- and 86-mile rides will start at 7:30 a.m., the 40-mile ride at 8:30, the 20-mile family friendly rides to Merrill and Malin at 9, and the 20-mile mountain bike at 9 at the Lava Beds National Monument visitor center.

The longest ride will take

cyclists from Tulelake to Merrill, Olene, Malin, Newell, Lava Beds National Monument and the Tule Lake National Wildlife Refuge, while the 86-mile event will cut out a portion of the Lava Beds section. The 40-mile event will dip into Malin before circling back through Newell, home of the Tule Lake Unit of the World War II Valor in the Pacific National Monument, and a corner of the Lava Beds.

The family-friendly 20 milers give riders the choice of pedaling to either Merrill or Malin, where activities will include an early settlers program in Malin and veterans tribute in Merrill.

“This is a great event for all levels and we have fantastic scenery, roads, aide stations and a celebratory luncheon with prizes, awards and entertainment,” Fairclo-Ott said. “The weather is expected to be cloudy and sunny, but we expect a warm temperature and it won’t be cold.”

lee@heraldandnews.com



Getting ready for 2015

The search is on for sponsors and volunteers for the 2015 Art of Survival Bicycle Ride, which will be on a to-be determined date and start from the Tulelake-Butte Valley Fairgrounds in Tulelake.

Co-chairs Linda Woodley and Bev Fairclo-Ott said they hope to work with sponsors in making the ride an annual event. Volunteers also will be needed to assist at Tulelake and at aid stations along various routes for road bicyclists and, possibly, mountain bikers. People wanting to volunteer or seeking information can call Fairclo-Ott at 541-273-1666 or lobo@cot.net.

"I am focused on school kids to educate them in bike safety, rules and regulations, and maintenance tips," Fairclo-Ott said.



H&N file photo

Castle Rock provides a dramatic backdrop for bicyclists Jack Nelson and Sharman Blaustein during the 2014 Art of Survival Bicycle Ride last May.

Art of Survival

2015 bike ride is already in the mix

The Art of Survival Bicycle Ride is living up to its name.

It's been decided the ride, which had its inaugural event this summer, will survive for at least another year. Bev Fairclo-Ott and Linda Woodley will take on duties as co-chairs for the 2015 ride with the assistance of Cycle Siskiyou.

"We're going to help them any way we can," said Cycle Siskiyou coordinator George Jennings. "Bev and Linda are starting to work on building the ride."

"This year there was only three months of planning, but we will have a lot of planning time for the next event," Fairclo-Ott said.

Although plans are only being formulated, she and Woodley said the 2015 ride will include portions of Klamath County. The 2014 ride was focused on Siskiyou County, although cyclists in the 100-mile ride briefly rode into Klamath County.

"There will still be a ride from Tulelake to the internment camp (the Tule Lake Unit of the World War II Valor in the Pacific National Monument at Newell) through Lava Beds and the Tule Lake National Wildlife Refuge," Fairclo-Ott said.

New route

In addition, organizers are considering adding a mountain bike route and possibly a route from Butte Valley through Medicine Lake and the Lava Beds to Tulelake. Five to six aid stations would be needed. She said it's hoped the 2015 ride will attract upwards of 300 cyclists, with an eventual cap of 500.

The ride will be based at the Tulelake-Butte Valley Fairgrounds in Tulelake, the start and finish site for last summer's ride. Arrangements will be made for cyclists to camp or stay in their recreational vehicles or trailers. Plans call for a post-ride catered meal and music.

"We really want to attract riders from Portland, Eugene, Redding and the San Francisco Bay area because they're going to stay overnight," Jennings said, noting most out-of-towners would likely stay in Klamath Falls.

He said a focus for the ride will include a Japanese American bicycling group from the San Francisco Bay area, partly because the route will include the Tule Lake Unit. During last year's ride, rangers from the Tule Lake Unit and Lava Beds National Monument provided interpretive information at rest stops. Jennings said there have been preliminary talks with Amtrak about train service from the Bay Area to Klamath Falls and back, possibly on a special car.

Plenty of possibilities and riders

“There are a lot of possibilities,” he said, noting they include developing partnerships with groups promoting Healthy Klamath initiatives.

This summer’s ride attracted 72 riders, with some cycling 100 miles, others 48 miles and some, especially families, going shorter distances.

Jennings is optimistic about the Art of Survival’s ability to not only survive, but to become a destination event for bicyclists.

“I think the potential is easily there,” he said. “The economic potential is out there.”



Find out more

Information on the Second Annual Art of Survival Century Bicycle Event, set for May 23 at the Tulelake-Butte Valley Fairgrounds in Tulelake, is available at www.survivalcentury.com.

Information about volunteering or sponsoring the event is available by emailing co-chair Bev Faircloth-Ott at LOBO@cot.net or by calling 541-271-1666. Entry fees are \$75 for the 108 and 86 mile rides, \$50 for the 40-mile and \$25 for the 20-mile rides. Discounts are available for families and groups of three or more. Entry fees will increase \$5 in each category after May 15.

The 108- and 86-mile rides will start at 7:30 a.m., the 40-mile ride at 8:30, the 20-mile family friendly rides to Merrill and Malin at 9, and the 20-mile mountain bike at 9 at the Lava Beds National Monument visitor center.



James

H&N photos by Lee Juillerat

Top photo: Bicyclist Jack Nelson rides alone toward Mount Shasta during last year's Art of Survival event.

Above: Riders stop for a quick break on the 2014 ride.

ART OF SURVIVAL

Organizers gear up for ride of the year

Organizers for the second annual Art of Survival bicycle rides are firming up plans for the May 23 event.

Fliers and rack cards have been distributed in a tri-state region that includes Oregon, California and Nevada. Bev

Fairclo-Ott
and Linda
Woodley, co-
directors for
the rides that
will begin
and end at
the Tulelake-
Butte Valley
Fairgrounds
in Tulelake,
have visited
bicycle shops

in Redding, Reno, Bend, Med-
ford, Grants Pass and other cit-
ies. Woodley will promote the
event at the upcoming Chico
Wildflower Ride in Chico,
Calif., an event that draws
4,000 cyclists. More than 55
volunteers are ready to help.

After a slow start, organi-
zations and businesses are
stepping up by providing spon-
sorships and donations, while
artists and others are provid-
ing items for a silent auction.
Programs for family rides that
will feature stopovers in Malin
and Merrill are coming togeth-
er. And the catered post-ride
luncheon that will offer a gour-
met potato bar will also feature
specialty desserts, a beer and
wine garden, displays, vendors
and a guest speaker.

What else is needed?

Bicyclists.

Word getting out

Registrations have been slower than expected, according to Woodley and Fairclo-Ott.

"I think people are holding off," believes Fairclo-Ott.

"I think the word is getting out," says Woodley, who recently promoted the Art of Survival in Reno and was heartened when she received another five entries in her morning mail, upping the number of registrants to about 50.

The two organizers still hope the event will draw 300 to 500 riders. They're emphasizing the scenery, historic sites and mostly lightly traveled roads.

Road and mountain bikers have plenty to choose from. For road bikers, the choices include 108, 86, 40 and two family friendly 20-mile rides. Mountain bikers can register for a 20-mile ride through sections of the Medicine Lake Highlands.

The longest ride will take cyclists from Tulelake to Merrill, Olene, Malin, Newell, Lava Beds National Monument and the Tule Lake National Wildlife Refuge, while the 86-mile event will cut out a portion of the Lava Beds section. The 40-mile event will dip into Malin before circling back through Newell, home of the Tule Lake Unit of the World War II Valor in the Pacific National Monument, and a cor-

ner of the Lava Beds.

The family-friendly 20 milers give riders the choice of pedaling to either Merrill or Malin, where activities will include an early settlers program in Malin and veterans tribute in Merrill.

More than just a ride

Ott-Fairclo and Woodley note there are activities aimed at making the overall event more than just a ride. On Friday, May 22, the evening before the rides, participants can pickup packets and bike bags at a reception at the Discover Klamath office in Klamath Falls.

The post-ride event at the fairgrounds in Tulelake, free to riders and \$10 for others, will feature a gourmet potato bar, breads and desserts from Malin's Czech descendents, a beer and wine garden by Mike and Wanda's Restaurant in Tulelake, singing and entertainment, and vendors offering services like massages. Cheewa James, a Modoc Indian who was born at the former Klam-

ath Indian Reservation, is a former Lava Beds ranger and is the author of "Modoc: The Tribe That Wouldn't Die," will give a talk on "Survival: Test of the Human Spirit."

Woodley and Fairclo-Ott hope registration numbers will accelerate.

"It's been a great experience trying to get something good going," Woodley said of the efforts she and others have invested. "It's been eye-opening seeing all the volunteers."

"We're out there doing what we can," echoed Fairclo-Ott. "We're going all out to make this a success."



Rider Survey

General

We hope you have enjoyed your tourism experience in scenic Klamath and Siskiyou Counties! Please complete this short survey. Your survey responses will help us improve cycling events and demonstrate the economic benefits of cycle tourism in Siskiyou County communities.

At the end of this survey, you can opt in for drawing in recognition of your time and effort.

1. How do you typically find out about rides, trails, or areas to travel to for cycling? (Check all that apply)

- Facebook
- Flyer / Entry Form
- Friend told me / Word of Mouth
- Magazine(s)
- Website - Cycle Siskiyou
- Website - Other
- Newspaper
- Other (please specify)

2. Please indicate the Biking Events you participated in or plan to participate in:

2015

- | | |
|--|--------------------------|
| Fire Trek - May (Yreka, CA) | <input type="checkbox"/> |
| Art of Survival - May (Tulelake/Dorris, CA) | <input type="checkbox"/> |
| Humbug Hurry Up - June (Yreka, CA) | <input type="checkbox"/> |
| Castle Crag Century - June (Mt. Shasta, CA) | <input type="checkbox"/> |
| Mt. Shasta Pedali Hill Climb - August (Mt. Shasta, CA) | <input type="checkbox"/> |
| Mt. Shasta Summit Century - August (Mt. Shasta, CA) | <input type="checkbox"/> |
| Siskiyou Century - September (Yreka, CA) | <input type="checkbox"/> |
| McCloud Bike-toberfest - September (McCloud, CA) | <input type="checkbox"/> |
| Mt. Shasta Ski Park Summer Mountain Biking Program (Mt. Shasta, CA) | <input type="checkbox"/> |
| Unsupported (i.e., on own for water, repairs) social media organized fun rides | <input type="checkbox"/> |

Other (please specify)

3. When you travel to bike events, do you typically stay at:

- | | |
|--|--|
| <input type="radio"/> RV/Camping Site | <input type="radio"/> Stay with Friends/No Lodging Fees Incurred |
| <input type="radio"/> Paid Hotel/Motel/Home Rental/Bed & Breakfast | <input type="radio"/> Don't stay night |

Other (please specify)

4. For any of these events did you extend your time in Siskiyou and Klamath County and visit any of the following communities? (Check all the apply)

Note: If you live in the area of this cycling event, please skip to next question.

	Day Trip	1 Night	2 Nights	3 Nights	4 or More Nights
Butte Valley- Dorris, Tulelake	<input type="radio"/>				
Dunsmuir	<input type="radio"/>				
Happy Camp	<input type="radio"/>				
McCloud	<input type="radio"/>				
Montague	<input type="radio"/>				
Mt. Shasta	<input type="radio"/>				
Redding	<input type="radio"/>				
Scott Valley- Etna, Fort Jones, Callahan	<input type="radio"/>				
Weed	<input type="radio"/>				
Yreka/Shasta Valley	<input type="radio"/>				
Klamath Falls, Oregon	<input type="radio"/>				
Merrill, Oregon	<input type="radio"/>				
Malin, Oregon	<input type="radio"/>				

Other (please specify)

* 5. Have you visited the [Cycle Siskiyou](#) website?

Yes

No





Rider Survey

Website

6. Rank the following sections of the Cycle Siskiyou website (1 = Most Informative/Useful; 5 = Least Informative/Useful):

<input type="checkbox"/> Biking Routes
<input type="checkbox"/> Getting Here
<input type="checkbox"/> Calendar/Events
<input type="checkbox"/> Lodging
<input type="checkbox"/> Bike Services

7. Do you have any comments about the Cycle Siskiyou website?



Rider Survey

About this Ride: Art of Survival Century (May 2015)

8. How did you find out about Art of Survival cycling event? (Check all that apply)

- Facebook
- Flyer / Entry Form
- Friend told me/Word of Mouth
- Magazine(s)
- Newspaper
- Website - Cycle Siskiyou
- Website - Other
- Other (please specify)

9. For the Art of Survival event, how long are you staying in the area?

- Day Trip
- 1 Night
- 2 Nights
- 3 Nights
- 4+ Nights

10. How many non-riders traveled with you to Art of Survival?

- 0
- 1
- 2
- 3
- 4+

11. I would _____ the Art of Survival event to other cyclists.

Not Recommended	Recommend with slight improvements	Recommend	Strongly Recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What was the best part of this cycling experience?

13. What recommendations do you have for improving this event?



Rider Survey

Demographics

14. Gender:

- Female
- Male

15. Age:

- Under 21
- 21-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

16. What is your household income range?

- Under 25,000
- 25-49,999
- 50-74,999
- 75-99,999
- 100,000+

17. Where do you reside?

ZIP Code

Country, if outside of US



Rider Survey

Incentive

18.

Yes,

I would like to be entered in the drawing. [This information will not be shared.]

First & Last Name

Email Address

Phone Number



Rider Survey

Newsletter

19.

Yes, I would like to be added to the Cycle Siskiyou monthly electronic newsletter.

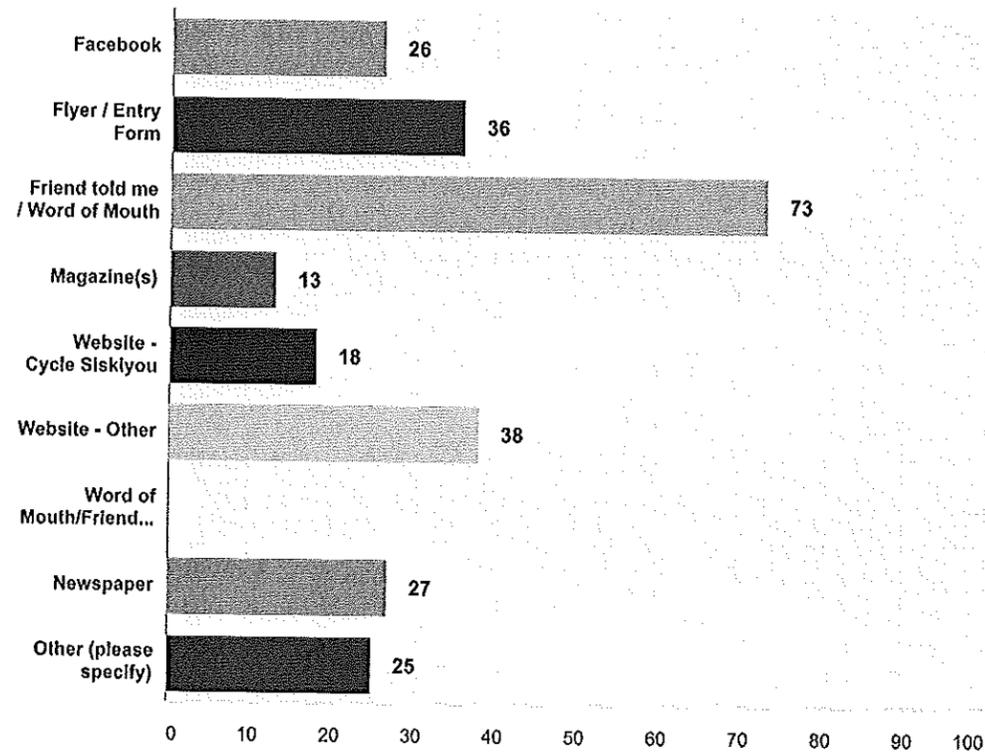
First & Last Name

Email Address

Thank you for your feedback! We will publish anonymous results of this survey on CycleSiskiyou.com. If you have questions about this survey you can contact bikesiskiyou@gmail.com.

Q1 How do you typically find out about rides, trails, or areas to travel to for cycling? (Check all that apply)

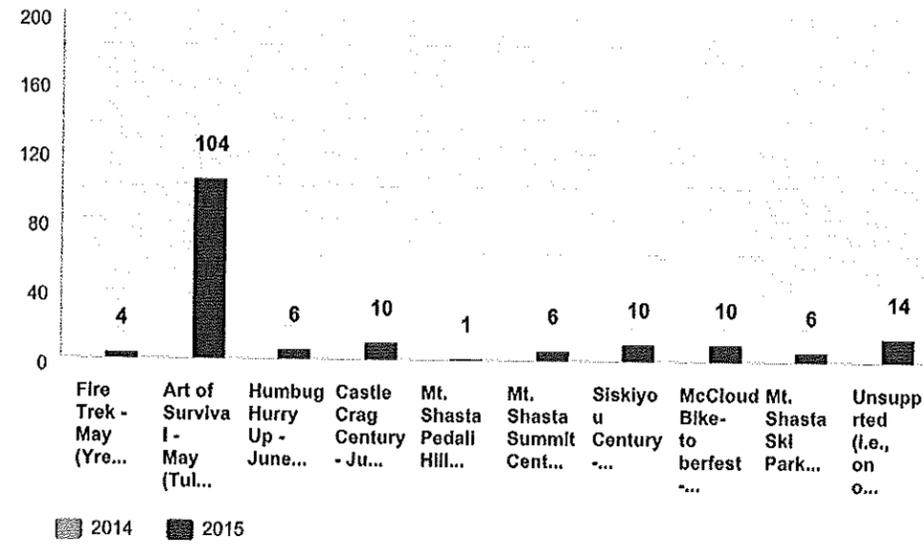
Answered: 130 Skipped: 1



Answer Choices	Responses	Count
Facebook	20.00%	26
Flyer / Entry Form	27.69%	36
Friend told me / Word of Mouth	56.15%	73
Magazine(s)	10.00%	13
Website - Cycle Siskiyou	13.85%	18
Website - Other	29.23%	38
Word of Mouth/Friend told me	0.00%	0
Newspaper	20.77%	27
Other (please specify)	19.23%	25
Total Respondents: 130		

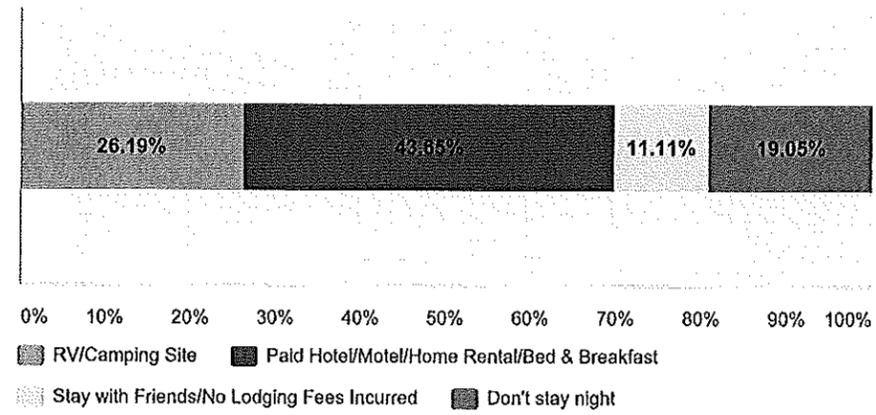
Q2 Please indicate the Biking Events you participated in or plan to participate in:

Answered: 113 Skipped: 18



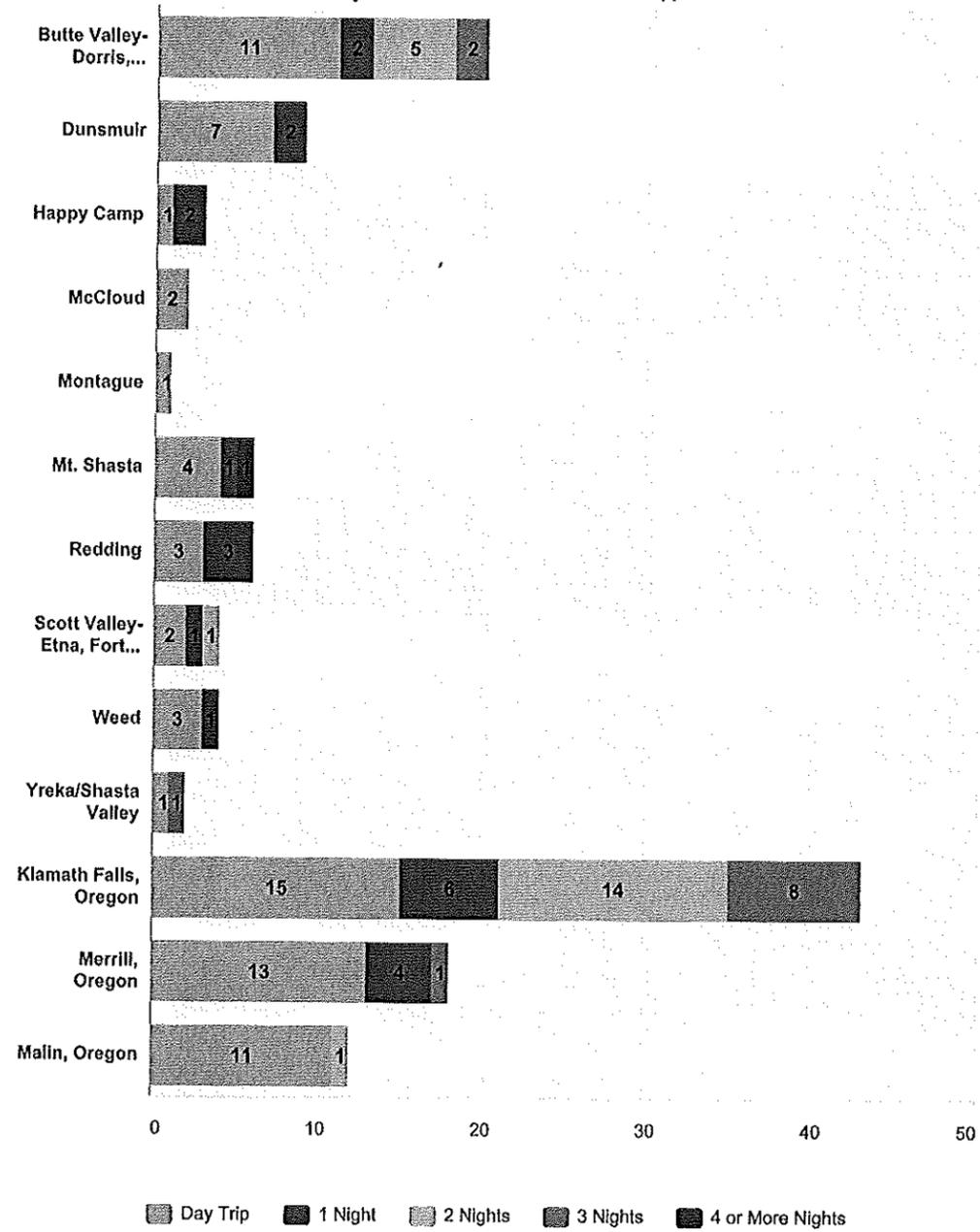
Q3 When you travel to bike events, do you typically stay at:

Answered: 126 Skipped: 5



Answer Choices	Responses	
RV/Camping Site	26.19%	33
Paid Hotel/Motel/Home Rental/Bed & Breakfast	43.65%	55
Stay with Friends/No Lodging Fees Incurred	11.11%	14
Don't stay night	19.05%	24
Total		126

Q4 For any of these events did you extend your time in Klamath or Siskiyou County and visit any of the following communities? (Check all the apply)Note: If you live in the area of this cycling event, please skip to next question. Answered: 63 Skipped: 68



	Day Trip	1 Night	2 Nights	3 Nights	4 or More Nights	Total
Butte Valley- Dorris, Tulelake	55.00% 11	10.00% 2	25.00% 5	10.00% 2	0.00% 0	20

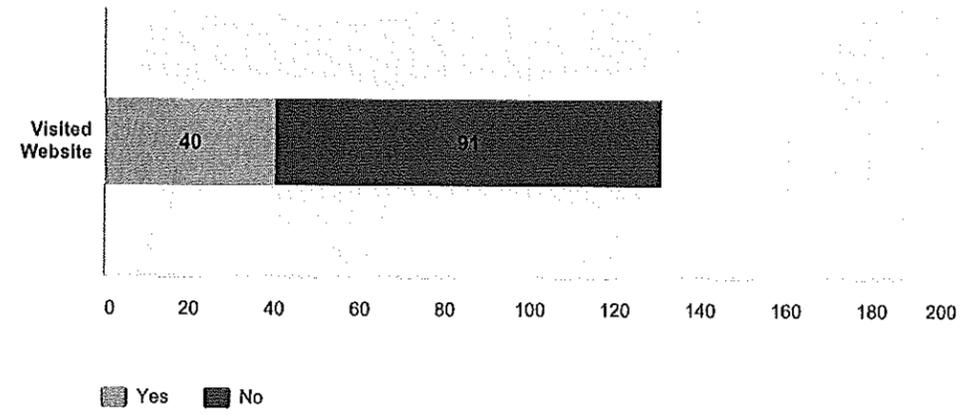
Rider Survey

SurveyMonkey

Dunsmuir	77.78% 7	22.22% 2	0.00% 0	0.00% 0	0.00% 0	9
Happy Camp	33.33% 1	66.67% 2	0.00% 0	0.00% 0	0.00% 0	3
McCloud	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2
Montague	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1
Mt. Shasta	66.67% 4	16.67% 1	0.00% 0	0.00% 0	16.67% 1	6
Redding	50.00% 3	50.00% 3	0.00% 0	0.00% 0	0.00% 0	6
Scott Valley- Etna, Fort Jones, Callahan	50.00% 2	25.00% 1	25.00% 1	0.00% 0	0.00% 0	4
Weed	75.00% 3	25.00% 1	0.00% 0	0.00% 0	0.00% 0	4
Yreka/Shasta Valley	50.00% 1	0.00% 0	0.00% 0	50.00% 1	0.00% 0	2
Klamath Falls, Oregon	34.88% 15	13.95% 6	32.56% 14	18.60% 8	0.00% 0	43
Merrill, Oregon	72.22% 13	22.22% 4	0.00% 0	5.56% 1	0.00% 0	18
Malin, Oregon	91.67% 11	0.00% 0	8.33% 1	0.00% 0	0.00% 0	12

Q5 Have you visited the Cycle Siskiyou website?

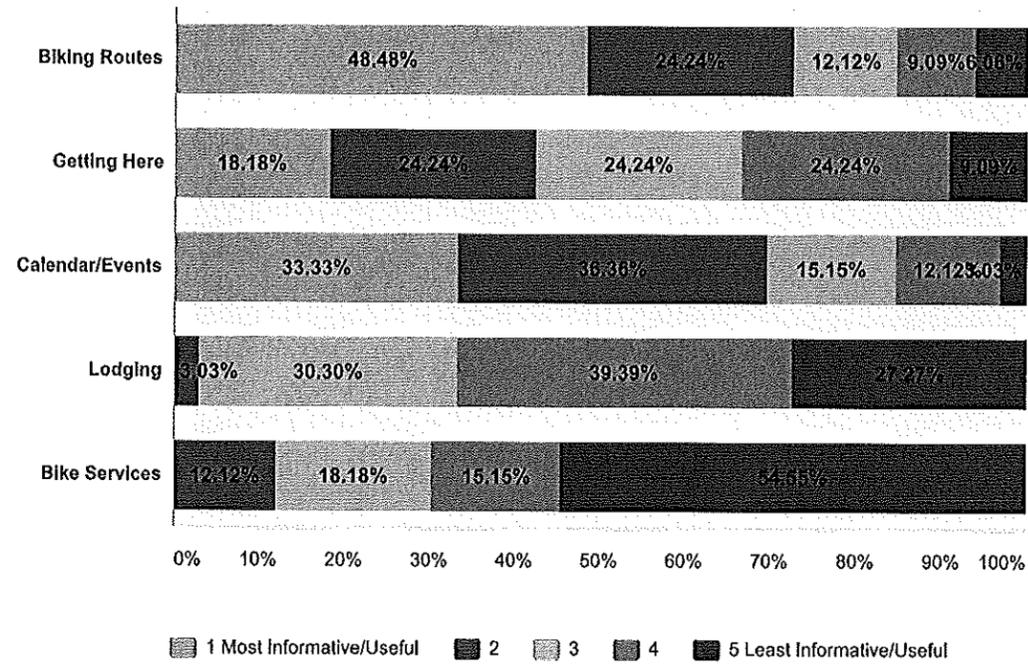
Answered: 131 Skipped: 0



	Yes	No	Total	Weighted Average
Visited Website	30.53% 40	69.47% 91	131	0.31

Q6 Rank the following sections of the Cycle Siskiyou website (1 = Most Informative/Useful; 5 = Least Informative/Useful):

Answered: 33 Skipped: 98



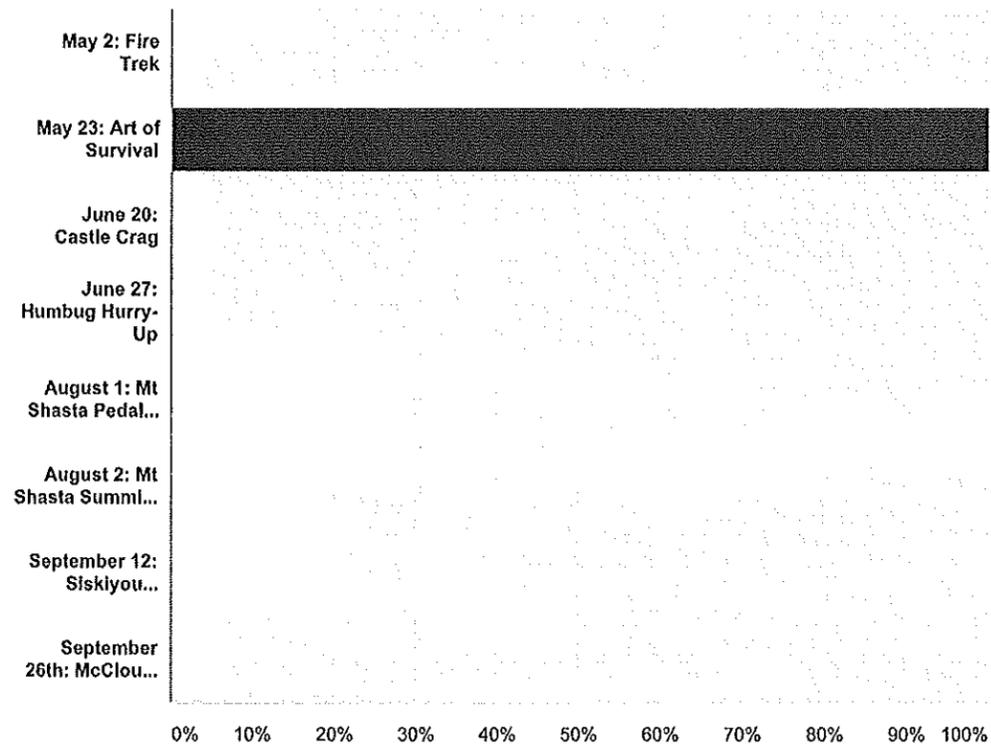
	1 Most Informative/Useful	2	3	4	5 Least Informative/Useful	Total	Score
Biking Routes	48.48% 16	24.24% 8	12.12% 4	9.09% 3	6.06% 2	33	4.00
Getting Here	18.18% 6	24.24% 8	24.24% 8	24.24% 8	9.09% 3	33	3.18
Calendar/Events	33.33% 11	36.36% 12	15.15% 5	12.12% 4	3.03% 1	33	3.85
Lodging	0.00% 0	3.03% 1	30.30% 10	39.39% 13	27.27% 9	33	2.09
Bike Services	0.00% 0	12.12% 4	18.18% 6	15.15% 5	54.55% 18	33	1.88

**Q7 Do you have any comments about the
Cycle Siskiyou website?**

Answered: 8 Skipped: 123

Q8 Which ride(s) did you recently complete?

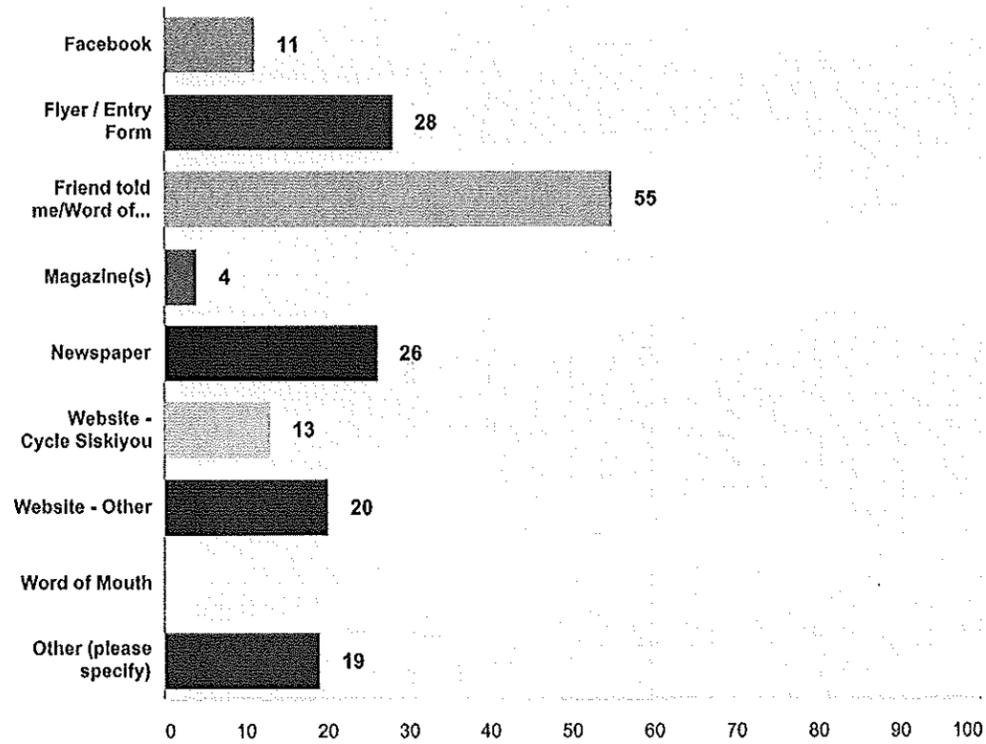
Answered: 131 Skipped: 0



Answer Choices	Responses
May 2: Fire Trek	0.00% 0
May 23: Art of Survival	100.00% 131
June 20: Castle Crag	0.00% 0
June 27: Humbug Hurry-Up	0.00% 0
August 1: Mt Shasta Pedali Hill Climb	0.00% 0
August 2: Mt Shasta Summit Century	0.00% 0
September 12: Siskiyou Century	0.00% 0
September 26th: McCloud Bike-toberfest	0.00% 0
Total	131

Q15 How did you find out about Art of Survival cycling event? (Check all that apply)

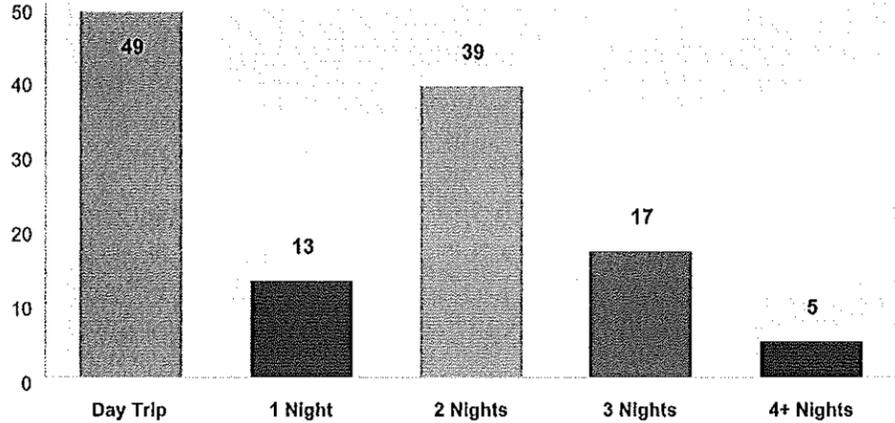
Answered: 130 Skipped: 1



Answer Choices	Responses	Count
Facebook	8.46%	11
Flyer / Entry Form	21.54%	28
Friend told me/Word of Mouth	42.31%	55
Magazine(s)	3.08%	4
Newspaper	20.00%	26
Website - Cycle Siskiyou	10.00%	13
Website - Other	15.38%	20
Word of Mouth	0.00%	0
Other (please specify)	14.62%	19
Total Respondents: 130		

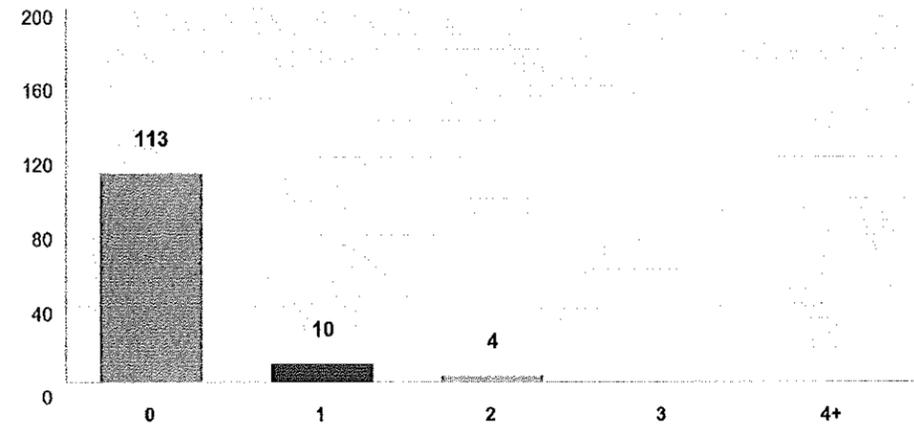
Q16 For the Art of Survival event, how long are you staying in the area?

Answered: 123 Skipped: 8



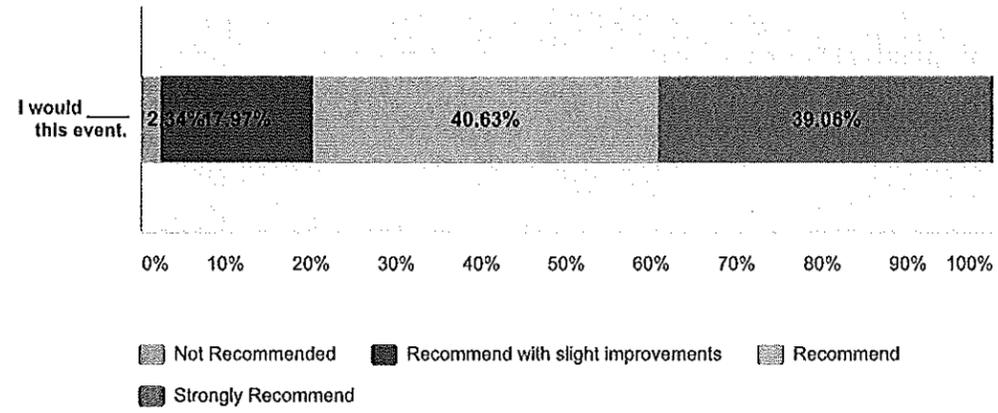
Q17 How many non-riders traveled with you to Art of Survival?

Answered: 127 Skipped: 4



Q18 I would _____ the Art of Survival event to other cyclists.

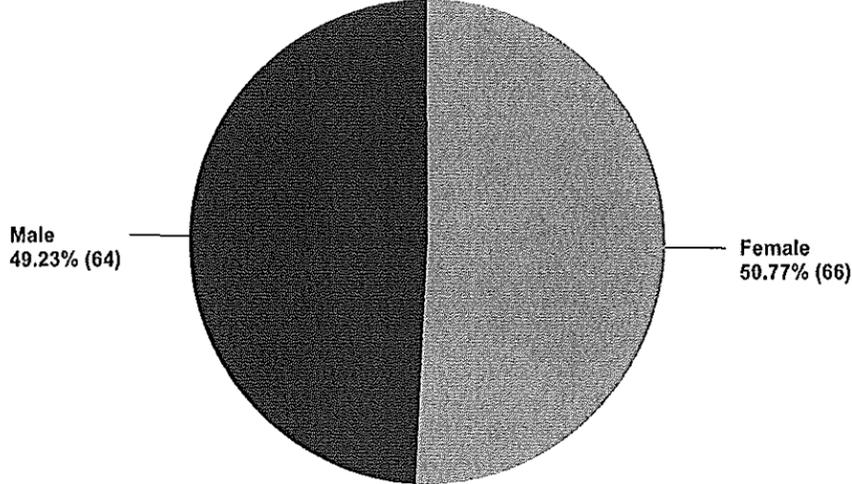
Answered: 128 Skipped: 3



	Not Recommended	Recommend with slight improvements	Recommend	Strongly Recommend	Total	Weighted Average
I would _____ this event.	2.34% 3	17.97% 23	40.63% 52	39.06% 50	128	3.16

Q57 Gender:

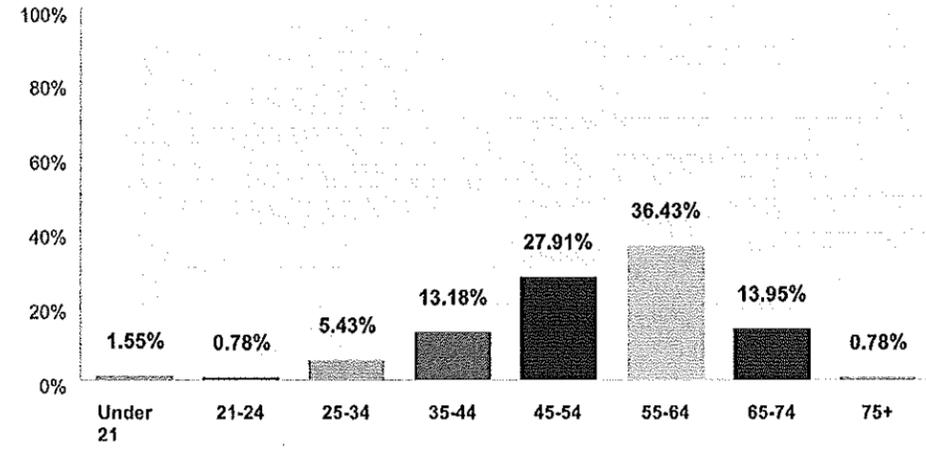
Answered: 130 Skipped: 1



Answer Choices	Responses
Female	50.77% 66
Male	49.23% 64
Total	130

Q58 Age:

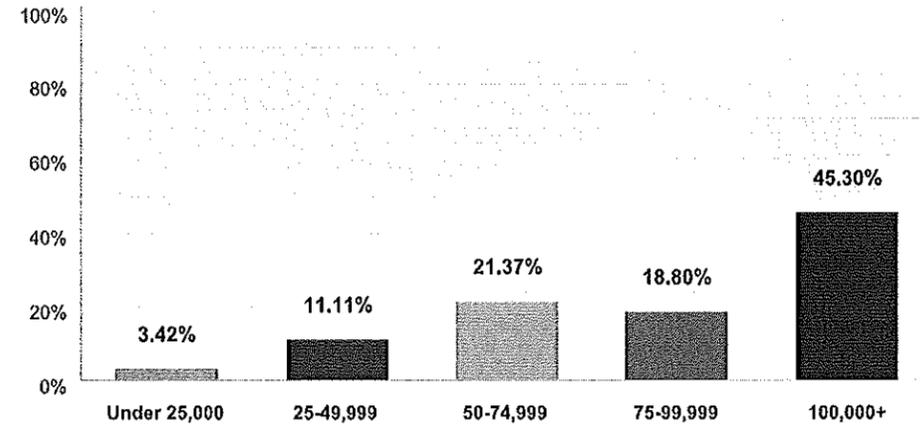
Answered: 129 Skipped: 2



Answer Choices	Responses
Under 21	1.55% 2
21-24	0.78% 1
25-34	5.43% 7
35-44	13.18% 17
45-54	27.91% 36
55-64	36.43% 47
65-74	13.95% 18
75+	0.78% 1
Total	129

Q59 What is your household income range?

Answered: 117 Skipped: 14



Answer Choices	Responses	
Under 25,000	3.42%	4
25-49,999	11.11%	13
50-74,999	21.37%	25
75-99,999	18.80%	22
100,000+	45.30%	53
Total		117

Cycle California!™

M a g a z i n e



*Riding the
Wilder side*

*Jopo cycling
in Helsinki*

*News: Future
bridge over Bay?*

*The Calendars!
Bike – Tri – Run*

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What's where

Articles and features

A ride on the Wilder side, by Martha Kendall,	6
Jopo cycling in Helsinki, by Rick Millikan,	10



Regular stuff

News you can use,	4
A look ahead,	8
Marketplace,	12
Tour & Travel Directory,	12
Cycling calendar,	17
Multi-day vacation calendar	32
Running calendar,	34
Triathlon calendar,	35

Cover photo: Winter's sunny days entice riders out onto the trails of Wilder Ranch State Park. For the lowdown on riding the Wilder side, turn to page 6. Photo by Bob Mack.

Contents photo: The San Jose Bike Train celebrated its one year anniversary on February 4. Riders meet the first and third Wednesday of each month at the Diridon Caltrain station and ride to destinations along the Guadalupe River Trail. The train picks up more riders at the Bel Bacio Café in San Jose's Little Italy neighborhood. www.cyclelicio.us/2015/san-jose-bike-train-wednesday Cycle California! staff photo.

From Santa Barbara to Elk Valley

Is a bike path on a North Bay bridge in the future? Advocates believe a bi-directional bike path for the Richmond-San Rafael

Bridge is coming closer to being a reality. Local advocacy organizations such as Bike East Bay, Marin County Bike Coalition, and California Bicycle Coalition, among other groups, have been in talks with Caltrans and Bay Area Toll Authority (BATA) about plans for a separated path for bicyclists and pedestrians.

At its Feb. 11 meeting, BATA voted to approve the project. Now it's up to Caltrans to bestow its blessing on the project.

The plan would add a third eastbound car lane to the bridge's lower level and the bike and pedestrian path to the upper level.

The plan is for a multi-year study of a 10-foot pathway separated from the speeding cars by a movable concrete barrier system similar to that installed on the Golden Gate Bridge at the beginning of the year.

Innovation celebration

Aficionados of Bay Area history will be able to wallow all year long in exhibits, shows and events commemorating the 100th anniversary of the Panama-Pacific International Exposition (PPIE), more commonly known as the World's Fair. This series of events offers the chance to see into the world of 1915 through exhibits, photographs, and presentations. Many of the events offered this year are free to the public and take place at venues around the San Francisco Bay Area and Sacramento.

Most of the venues have access to public transportation and some, like the State Capitol Museum in Sacramento, have good bike parking facilities.

Imagine seeing Disneyland and its wonder for the first time. That is, in a way, what the 1915 World's Fair was like for spectators: They saw displays of wonder, from lighting that made the night seem like day to inventions such as the first telephones to complete a transcontinental phone call.

The late 19th and early 20th centuries were the golden age for world's fair expositions. When San Francisco was chosen to host the 1915 PPIE, the city considered it a golden opportunity to show it was back on its feet following the devastating 1906 earthquake. It also offered the

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chance to celebrate the completion of the Panama Canal.

Museums from San Francisco to Oakland and Sacramento will open their doors to present visitors with rarely seen items from the era that come from special and personal collections, and museums.

For example, visitors to the State Capitol Museum will have the opportunity to view items from the special collections of the California State Library, including hundreds of photographs. A copy of a sculpture that graced the 1915 PPIE, Adolph Weinman's *Night Descending*, will also be on display courtesy of Hearst Castle. One of the three exhibit rooms at the State Capitol Museum will feature seldom seen period films and slide shows.

The PPIE will have exhibits and displays through 2015. For more information on the schedule events, the website is www.ppie100.org

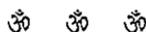
Gamechanger

In mid-February, the Contra Costa Times reported on a lawsuit by a group of bicyclists and residents based in and around the East Bay town of Danville. The issue is centered around a proposed development near the south gate of Mt. Diablo State Park. The developer, Summerhill Homes, had received permission

from the town to build 69 new homes on a property called Magee Ranch, one of the last large tracts of open space in Danville. The issue to be decided is whether cyclist safety should be considered as a part of the state's environmental review process.

In July, a judge seemed to agree with Save Open Space Danville (SOS Danville)'s argument that Danville and Summerhill Homes violated the town's general plan and state environmental law when the project was approved without considering the impact traffic from so many homes would have on the cyclists who regularly use Diablo Rd. to get up to Mt. Diablo's south gate.

Summerhill and Danville are appealing the ruling. If the ruling does stand, it has the potential to be a gamechanger: Cities and counties potentially could be required to consider the impact of a project or development on the area's cyclists. The lawyer representing SOS Danville, Stuart Flashman, estimated in the CC Times article that there are approximately 1,000 bike trips per week riding up Diablo Rd. to Green Valley Rd. He also points out that there has been significant emphasis on bike riding as a form of transportation over the past 10 years or so.



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A ride on the Wilder side

By Martha E. Kendall

My husband Joe and I celebrated our 30th wedding anniversary by riding the ocean bluffs at Wilder Ranch State Park outside Santa Cruz. This flat, easy trail can't be beat for pedaling eye-to-eye with soaring pelicans, humming along with song sparrows, and watching hawks keep an eye on it all. Life looked even better as the sun glistened off the grand Pacific.

In addition to this spectacular coastline, Wilder's 7,000 acres include 34 miles of mountain bike trails that offer breathtaking vistas. For lovers of history, Wilder Ranch itself reveals an intriguing past.

Sometimes Joe and I picnic on the bluffs, or clamber down to the beach where we shed our cycling shoes and get sand between our toes. The crashing surf, barking sea lions and playful otters never fail to entertain, and occasionally



Easy to access, Wilder Ranch State Park outside Santa Cruz has multi-use and single-track trails for all riding abilities. Photo by Bob Mack.

we spot a whale or a pod of dolphins cruising past.

When we've had enough salt air, we ride to the Wilder backcountry via a path

that heads inland through a tunnel under Highway 1. At the base of the hills, there's a large corral that used to be a site for rodeos. Now, half a dozen husky workhorses live

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there, munching their hay and calmly surveying the passersby — sweating cyclists, panting joggers, and enthusiastic equestrians in both English and western saddles.

Next to the corral stands a low, picturesque wooden cabin, built in 1932 by the Wilder family and their employees. It provided a cozy, protected site for the cowboys to eat, drink and enjoy their time off.

The backcountry trails climb 1,800 feet up Ben Lomond Mountain. A couple of loops measure just over three miles, and many routes intersect, making it easy to customize a ride. The trails vary, from fire roads to wide singletrack. "For a fun trail," says pro Jeff Kendall-Weed of Ibis Cycles, "Enchanted Loop is a local treasure." While steep sections may appeal to serious mountain bikers, other riders may consider the same sections opportunities to hop off and push.

► 13

Eats & drinks Davenport Café, Bar & Grill

No excursion to the coast is complete without food and drink. About eight miles north of Santa Cruz on Highway 1, the Davenport Café, Bar & Grill is the perfect stop before or after a ride in Wilder Ranch or stroll along the bluffs of Coast Dairies. Sitting indoors or on the pet-friendly patio, you'll find tables with an ocean view.

The menu offers traditional Mexican dishes such as enchiladas and chili rellenos, and "American" fare like burgers, salads, or sandwiches. Be sure to leave room for the locally-made desserts. The breakfast offerings range from muffins and breakfast burritos, to bacon and eggs, and pancakes. To wet your whistle, you'll find a selection of local microbrews, margaritas, organic coffee and espresso, and milk shakes made with local ice cream.

Cost: Full breakfasts are about \$7 and lunch ranges from \$4 tacos to \$15 fajitas. This is a place to go when you're not in a hurry and want to enjoy the company and relax over your meal. The Davenport Cafe is on the corner of Ocean St. and the Pacific Coast Highway. They are open 6:30 a.m. to 8 p.m. seven days a week. (831) 425-1984. — *Bob Mack*

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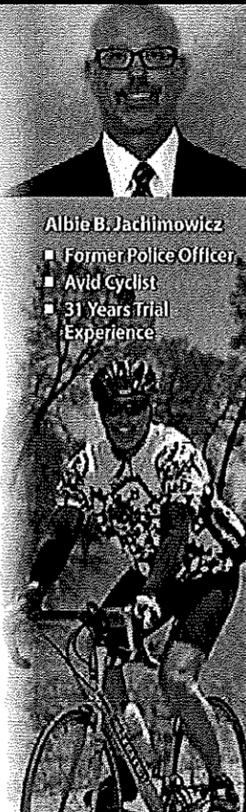
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Upcoming Rides and Events

Ah, now we're getting to the starting line of the season! Training and long distance rides are starting to converge, bikes are tuned as are bodies for the season ahead. Spring is tantalizingly near, but with the warm and dry winter, you're ahead of the game in terms of your miles in the saddle. Ready for some events? The calendar begins on page 17.

Softly through blossoms

For a soft landing, why not try the Blossom Bike Ride from Reedley College on March 7. The ride routes include 20, 40, and 60 miles over the rolling foothills of the Central Valley. Your fee includes SAG, lunch, fully-stocked rest stops, and peaceful riding past blooming orchards. The start site is located at 995 North Reed Ave., Reedley.

Kids do a du

On the same day, Saturday, March 7, the Kids 5 Mile Duathlon takes off from Granite Beach at the Folsom Lake SRA. A multi-sport event for children 5 to 14 years old, this du offers a 1 mile loop

run course on granite paths before returning to the transition where the bikes are set up. The 3.5 mile loop bike ride is located within the park on roads closed to traffic. From the parking lot area at Granite Beach, riders complete a 3.5 mile loop within the park. The final run is 1 mile on granite paths and singletrack trails, with an aid station at the start of the run and the half way point. Registration is \$35 until race day; add \$5 to each registration on race day.

Painful Paddy

When thinking about St. Pat's Day, pain and punishment doesn't necessarily come to mind. At the southern end of the state on March 7, St. Paddy's Palomar Punishment rolls away for 5 different routes: a 54 mile Pain ride with 7,000 feet of gain; the Punishment route which is 64 miles, 8,500 foot of elevation. Then there's Punishment Plus an 80 mile route with 9,000 feet of elevation; finally, there's Supreme Punishment which consists of 97 miles with 10,500 feet of elevation. For those not into pain and suffering, there is a 10 mile family ride option. With the exception of the family ride, the routes offer the opportunity for you to conquer Mt. Palomar on your bike! Regardless of which route you do, the end-of-ride party

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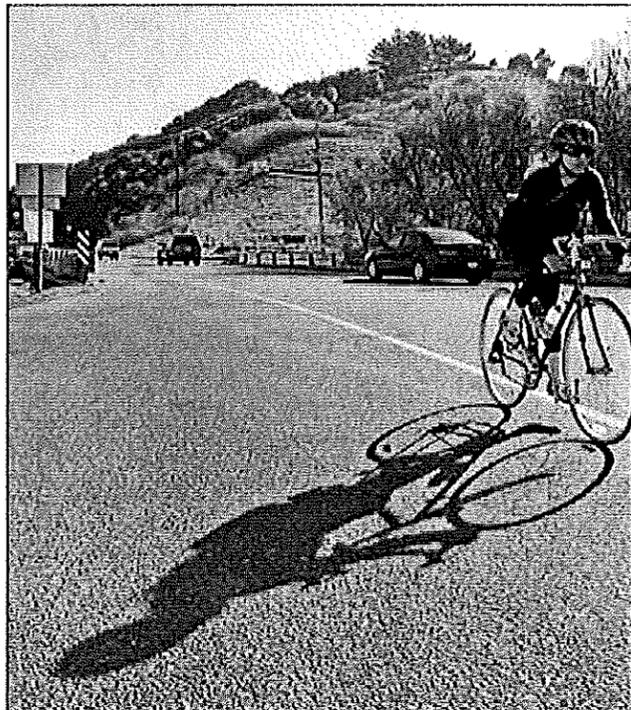
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A parade of one! On a sunny winter/spring day a rider's shadow leans into her ride as she powers along Santa Ynez's rolling hills. Cycle California! staff photo.

includes a beer tent, Irish band, post-ride buffet, massage station, and rider awards. This event is a fundraiser for the Escondido Humane Society.

Crazy March

On Sunday, March 8, the penultimate race in the MTB Madness Series takes over the trails of the Folsom Lake SRA. Each racer should expect a course with scenic singletrack and double track. Each athlete receives a custom beanie, an athlete goody bag, hot post-race meal and free coffee, water, and energy drinks. The distances are: Junior (ages 14 and under) and high school novice: 1 lap, or 6 miles; Novices and Clydesdales: 2 laps or 12 miles; Sport/Singlespeed racers: 3 laps or 18 miles; Expert/SS Expert/Pro: 4 laps, 24 miles. Registration is \$45 until race day, and \$50 on race day. The start site is located at 8000 Douglas Blvd.

Annual wine country parade

It's time for the annual parade of riders in Santa Barbara County: the Solvang Century, Metric and Half Century on March 14.

► 16

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Jopo cycling in Helsinki

By Rick Millikan

I had a dream (recently fulfilled) about exploring Copenhagen, Denmark's acclaimed bikeways before setting out on a Baltic cruise. Five days later, I joined a keen group of shipmates to tour Helsinki and experience Finland's bicycle culture.

The guide Brian met us at the pier with Jopos, oddly efficient Finnish bicycles. These present profiles of cuddly rabbits: large baskets forming noses, handlebars sweeping upward into silvery ears, and back racks covering the powerful hind legs, er, wheels. From a rainbow selection of Jopos, I choose pickle green, adjust the saddle and put my water bottle in the basket.

Being step-through bikes, they're easily mountable. Donning provided helmets, we race around the parking lot trying out its coaster brakes. I can stop on a dime — or

euro, if spotted. After a safety brief, Brian leads us along well-signed bike lanes across a bridge past some trendy shops.

Regarding the bikes, Brian explained, "A local engineer, Eero Helkama, designed Jopos in the 60s as affordable, practical all-weather bikes. And these quickly became part of Finnish culture!" Brian says.

He added, "Families readily buy and ride Jopos using studded tires during snow season."

Outside the dock area, we begin meeting familiar road-bike and fellow Jopo riders on a series of wide two-way paths. After gliding along a marina, we stop at a waterfront plaza. Brian explains the apartments surrounding us feature another local invention, the sauna. As we continue along more flat bikeways, the Jopo's lack of gears seems irrelevant.

Cutting through an old residential area, we're soon pedaling along another scenic waterfront to Helsinki's main beach, Hietaranta. Local cyclists are already basking on this sandy expanse. Offshore, we watch a flock of barnacle geese paddle around this quiet inlet of the Baltic Sea.

Grinding up a short hill into Sibelius Park, we behold the harmonic "forest" of stainless steel pipes and the shiny face memorializing Jean Sibelius, Finland's world-famed composer. "Among his masterpieces, Finlandia was deemed revolutionary," Brian explains. "Composed in 1900, his rousing suite evokes Finland's national struggle and its concluding hymn has become almost its anthem."

Passing more apartment blocks, we arrive at Helsinki's 1952 Olympic stadium.

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“See that statue? That’s Paavo Nurmi, the “Flying Finn,” who set many middle and long distance records and won several Olympic gold medals. The stadium is a sports venue that also has a congenial hostel offering 166 beds.

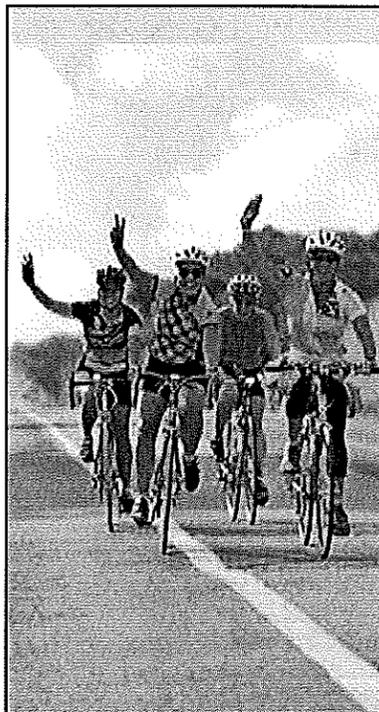
Brian notes, “Interested in bicycle racing? The annual Tour de Helsinki begins just north of us in the Olympic velodrome.”

After remounting our Jopos, we proceed into a rustic area, with a glimpse of the new Opera House on Töölö Bay. A steep hillside road makes me yearn for a granny gear, yet provides ample time to study the wooden heritage Author’s House. Stopping on a bicycle bridge over the city’s rail yards, we view a cityscape that includes ultra-modern Finlandia Hall, the



With the Olympic Stadium in the background and the rabbit-looking Jopo bicycle in the foreground, tourists take in the statue of the Flying Finn. Photo by Rick Millikan.

► 14





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The Wilder side of Santa Cruz, from page 7

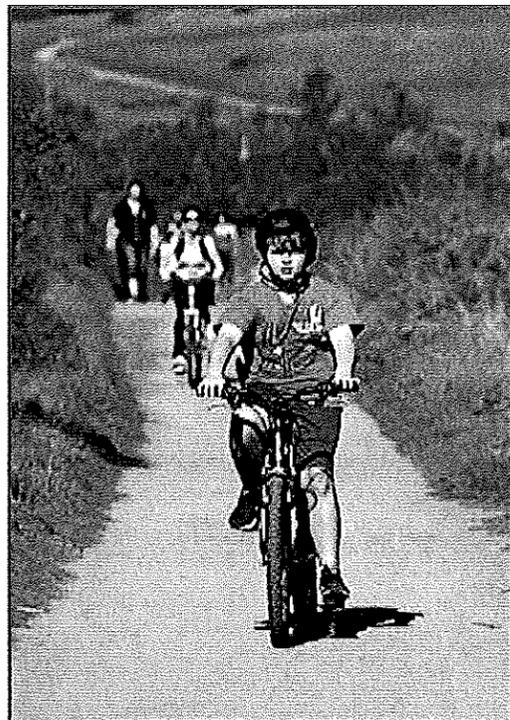
The habitat is quintessentially Californian, with large open meadows and stands of live oak, cottonwoods and willows. On one of our adventures there, Joe and I chased a covey of California quail reluctant to take wing. They trotted in front of us as fast as they could until we hit a downhill. At that point we careened past and the quail fluttered off.

If you go, keep your ears open for the gobble-gobbles of wild turkeys and the coo-coo-cooing of the peace-loving Eurasian collared doves. (Yes, "Eurasian" doves DO live on California's central coast!)

Some of our friends have spotted mountain lions roaming the backcountry. Fortunately the sightings have been distant and brief.

When riding higher elevations, have your camera at the ready, and allow time to savor the ocean views. They extend from Santa Cruz at the northern tip of Monterey Bay south to the Monterey Peninsula itself. If you've got a wide-angle lens, this is the time to use it.

Cyclists are not the only adventurers to explore the region. Ohlone Indians were the original inhabitants. After the Spanish founded the Santa Cruz Mission in 1791, the land was used to raise cattle to supply mission residents. In the 1850s, Moses Meder took possession of the property, built an adobe, and expanded the dairy farming. According to information at the park, his creamery sold butter for as much as \$1 a pound in San Francisco, a premium price in that era.



Leading the charge, this young rider takes his family on a tour of Wilder Ranch. Photo by Bob Mack.

In 1885, the Wilder family purchased part of the land, which they have worked for five generations. Deloss Wilder powered equipment with an innovative Pelton water wheel, a new, highly efficient turbine. When he brought electricity to the ranch, a San Francisco newspaper said that Wilder had invented an "artificial sunrise." He built a new Victorian farmhouse in 1897. It still stands today, nestled between stately oaks, flowering succulents and golden California poppies.

But times change, and by the late 1960s, the farm proved no longer profitable. The voters of Santa Cruz objected to a proposal that the property be developed for housing, so in 1974, the California State Parks purchased the ranch "to preserve the land's natural environment and cultural history."

Docents often provide living history experiences at the ranch. During one of our visits, a docent explained that a patriarch of the Wilder family developed a headache that immobilized him with pain. X-rays were brand new, and Mr. Wilder requested one. It showed the root of a tooth was pushing on a nerve. He had the tooth pulled, and voila, he was restored to good health!

► 32



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Helsinki by bike, from page 11

classy Parliament building, and medieval looking National Museum.

Coasting down through a park, we continue under arcades of chestnut trees and along another North Harbor waterfront. Taking a break at a quiet quay, we admire Uspenski Orthodox Cathedral which sprouts 13 golden onion domes. "Below the cathedral are former Russian barracks," Brian said. "Those nearby art deco apartments were part of the city's expansion after 1918, when Finland won independence from Russia."

Pointing out a small island, he said, "That's the location of Helsinki Zoo and Katajanokka Island, home of the Finnish icebreaker fleet. Passing around photos of the frozen winter harbor, Brian mentions how bicycles are used here throughout the year. Of course, summer is cycling's peak season.

Only a few blocks further, South Harbor bustles with huge ferries sailing daily to Estonia, Russia, Sweden, and Germany. Smaller ferries carry passengers to Helsinki's surrounding islands.

A tall pillar commemorates Czar Nicholas's visit. "There's another spectacular monument memorializing Alexander II in nearby Senate Square. Known as The Good Czar, he increased Finnish autonomy in 1863," Brian mentions. "Russian relations have been like our weather, hot and cold. See that shipyard? It was just contracted to build two more Russian icebreakers!"

Market Square sprawls with tables offering fresh produce, handicrafts, and Finnish cuisine. If you don't like pickled herring, cafés offer tasty Finnish pastries and views of the downtown skyline

featuring city hall, the Presidential palace and Lutheran cathedral.

As we travel through more parkland, we view several embassies. From beautiful Kaivopuisto Park, we stop again to view Suomenlinna Island and learn about its UNESCO World Heritage status. The Swedes built a beautiful fortress there in 1748 to protect the population from the invading Russians. Failing defensively, it's successful financially as a big tourist attraction.

Arriving back at the Finnish line, er, dock, we travelled only about 10 miles in mostly pleasant bike lanes. I'd love to venture further on Helsinki's 500 mile network of bikeways for a visit to its Design Museum, its art deco train station, Temppeliaukio, a church excavated from solid rock, and a pub to enjoy one of

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Biking Finland

After an interval of Taiwanese production, Jopo manufacturing has returned to Finland causing a resurgence of sales. Summer Jopo-jaunts appear beautifully at www.youtube.com/watch?v=4crXlkLq6Ac

See winter cycling at www.visitfinland.com/article/on-the-move-in-snowy-helsinki/

Biking maps and route planners for Helsinki appear at: <http://ulkoilukartta.fi/>

For information on touring Finland (and beyond) see www.eurovelo.com



A harmonic forest of silver pipes and the visage of Jean Sebellus greet Jopo riders in Sebellus Park. Photo by Rick Millikan.



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Looking ahead, from page 9

Beginning in Solvang, riders take off from Hotel Corque for 50, 63 or 100 mile ride options along rolling roads lining the Central Coast wine country. For your fee, you get a barbecue lunch in addition to the rides.

Marathon with animals

On March 15, Chukchansi Stadium in Fresno will be rockin' with runners during the California Classic Marathon. The distance options include a half marathon, relay, and the Rock & Run 5K. Run past elephants, lions, and tigers at Fresno Chaffee Zoo! The start site is located at 1800 Tulare St.

Rocky roads, Rocky Hill

Also on March 15, the Rocky Hill Triathlon races away along quiet country roads of Exeter. (The town of Exeter is

located east of Visalia.) The tri consists of two options: a short course with a 400 yard pool swim, 12.5 mile road bike ride and 3.1 mile road run. The long course offers an 800 yard pool swim, 24.8 mile road bike ride, and 6.2 mile road run. Participants receive a schwag bag and finishers get medals.

ThinkCure! weekend

Everyone talks about finding a cure for cancer. ThinkCure! is a community-based nonprofit that raises funds to accelerate collaborative research to cure cancer. On the weekend of March 21-22 riders return to the Solvang area to do The Life Ride, a fundraiser for ThinkCure! Starting from the Santa Ynez valley, the riders tackle Mount Figueroa, cruise through the vineyards and sweep down to the Pacific Ocean on a quiet country road as part of

the ThinkClimb! Challenge. On day two they'll explore the beautiful towns and canyons of the Santa Ynez Valley and discover many of its delights and gastronomic treats as part of the ThinkTaste! Rides.

Thinking RAAM

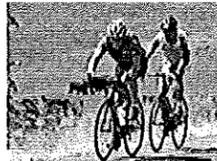
Are you in shape for a real challenge? On March 28, the RAAM Challenge Series takes off from Johnson Park in Marble Falls, Texas. This area is in the Texas Hill Country, a region that offers thousands of miles of quiet country roads, so the RAAM Challenge has options of 200 or 400 miles, for solo riders and 2- or 4-person teams. The town of Marble Falls is a small community located on Lake LBJ, about 45 minutes northwest of Austin.

► 32



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Daily rides

These occur at the same time each day.

Fort Bragg: 10 a.m., Skunk Depot parking lot, Monday through Friday. Distance, 12 miles. We ride north along the "Ten Mile Haul Road," an old blacktop road once used for logging trucks, now exclusively used for bicyclists and walkers. The road runs out at the dunes, so we'll return for snacks and coffee at the Mendo Cookie Company. A must for bike tourists. Jim Bogue, vogueb1@yahoo.com

Livermore: Noontime training ride, with the Valley Spokesmen Racing Team and Lawrence Cyclotrons. 20 to 25 mi., at a fast/brisk pace. Meet at Lawrence Livermore National Lab Visitors Center, Greenville Road (I-580 to Greenville Rd. exit, go north on Greenville for about 3 mi). Parking lot for the Visitor's Center is on the right. Art Wong, (510) 422-9368.

Palo Alto: Page Mill Weekday Noon Ride, starts at 12:06 p.m. rolling past the Page Mill Rd. Park and Ride. 1-hour loop back to Page Mill and Foothill, with longer options on Tuesday, Wednesday, and Thursday. The loop is about 22 miles.

Weekly rides

These occur at the same time each week or month

Monday

Monday Night Beginner's Ride: Learn group riding etiquette and safety on low-traffic roads. Build bike handling skills, increase speed, and have fun riding with other cyclists. The ride starts at the corner of Dobbins & Main St., Vacaville at 6 p.m. For more information and seasonal time changes, go to www.monticellocycling.org.

Java Jive from San Mateo. A Monday morning ride for those in the northern cities of the Peninsula and across the Bay. Flat (except overpasses) to Café Borrone, Menlo Park for coffee and/or breakfast. Return at a social pace through the quiet, residential streets in Menlo Park, Atherton, Redwood City, San Carlos, and Belmont. A hill climbers option adds 12-16 mi. Meet at Los Prados Park at 8:30 a.m., leave at 8:45 a.m. Directions: From Hwy 101, drive east on Hillsdale Blvd., take the first right — Norfolk St., right again on La Selva; take the first left onto Casa de Campo. The park is on the left. For more info, call Tom Prager (650) 219-9206, trprager1200@gmail.com. Rain/muddy conditions cancel.

Java Jive Double Expresso. Jump out of the starting blocks at 9:20 am with a fast pace-line to Café Borrone in Menlo Park. The group works its way back along the foothills after coffee. No sweep; one regroup for coffee. Meet in the Lucky's parking lot, Arboretum and Foothill Expressway, about 1/4 mile north of Homestead Rd. Leader: Neal Shea, 408-245-0173 or npshea@pacbell.net

Monday Night Mountain Bike Ride with Southern Sierra Fat Tire Association! Meet at 6 p.m., Juliet Thorner School parking lot, Bakersfield. To get to the start site, take Hwy 178 (past Fairfax Rd.), turn left onto Morning Dr., and turn left onto Panorama. Thorner School is on the right. There are many trails into the toothhills extending out to Hart Park and Lake Ming. For more info, contact Eddie Gonzalez, (661) 201-7503

Monday Night Recovery Ride with the Delta Pedalers. 7pm at the Ross parking lot in the Raley's Shopping Center, Sand Creek Rd & Hwy 4 in Brentwood. A casual 11 mile loop, suitable for everyone & no one is dropped. Lights & helmets required. Rain & holidays cancel. Call Jan at (925)-437-2045. www.deltaped.org.

Tuesday

Tuesday Loop Ride. Retired, home executive, between jobs, playing hooky? Join Western Wheelers on Tuesdays, rain or shine, at Westmoor Shopping Center, Sunnyvale,

corner of Fremont and Mary. The route is a variation of the Portola loop with lunch stops at places in the Palo Alto area. There are hilly C and D routes as well as a flat route. All rides meet at 10:45 a.m. for a prompt 11:00 a.m. departure. The hilly route varies through the month. Everyone assembles together at regroups and lunch and coffee near the end of the ride. Leader: Pete Blasberg peterblasberg@att.net or (408) 245-1434. Bring lunch or buy.

Monticello Cycling Club's weekly Tuesday ride. Starting at the corner of Dobbins & Main St., Vacaville at 6 p.m. This is a fast-paced 32-mile ride (about 90 minutes) around the Winters loop. For more info and seasonal time changes, go to www.monticellocycling.org.

MTB night ride 5:15 p.m. Meet at Xtreme Outfitters (1200 E. Main St.), Grass Valley. Bring lights and dress appropriately for this brisk-paced ride on nearby trails. Very bad weather cancels. Call (530) 477-2377.

Tuesday ride with Travis Bike Club at 5 p.m. from Ray's Bicycle, W. Texas in Fairfield. A medium-paced, 25 mi. ride that rolls along Gordon Valley and Suisun Valley Rd. Go to www.clantoolz.com/hawks

Monticello Cycling Club's weekly Tuesday ride from Ray's Cycle, Vacaville. 6 p.m. 20 mi. out-and-back from Ray's Cycle to Putah Creek Rd., over country roads. For more info, contact Manuel Borges, Monticello Cycling Club Inc., www.monticellocycling.org or (707) 446-3078

Tuesday, 9 a.m. join the Benicia Bicycle Club for a ride. Meet at Starbucks Coffee, 90 Solano Square, Benicia. For info, www.benicia-bicycleclub.org.

Tuesday morning ride that meets on the east side of the Rite-Aid Store parking lot, at 3848 Castro Valley Blvd., Castro Valley. The ride is 32 to 40 miles in length and includes around 2800 ft. of climbing, with a usual coffee stop in Moraga or Montclair. Show up at 8:20 am as the ride leaves promptly at 8:30 am. Non-club riders are welcome to join us! Bring \$ for coffee/eats. The group arrives back at the start between 11:30 a.m. and noon. Rain cancels. Contact: John Barclay, 510 569-1669, john_barclay@sbcglobal.net or www.TuesdayThursdayBikeGroup.com

Wednesday

Hills-R-Us. Meet at Shoup Garden Park, 400 University Ave., Los Altos 10 a.m. Rides vary weekly, but often include Hwy 9, Page Mill, Old La Honda, Kings Mountain, West Alpine or Tunitas. Be prepared for variable weather on Skyline. Foul weather in the hills keeps the ride in the valley. Rain cancels. Route, including lunch stop or lack of one, announced 1-2 days beforehand via opt-in email list

Calendar Users Guide

The calendar is broken into sections for easy reference.

- Cycling eventspage 18
- Multi-day tours and vacationspage 33
- Triathlons, duathlons, and swimming eventspage 35
- Running eventspage 36

Events with bold type have an ad in this issue.

We encourage you to call the coordinator or contact for events before you attend to be sure there are no changes. Events are often coordinated by volunteers; please do not call after 9 p.m. Listings are provided for reference only; be sure to choose events within your physical abilities.

To have your event listed: Visit our web site and download the calendar request form, or contact us and we send one to you. To make changes to a current listing, or to update a submission, clearly label it as a correction or update. You must send us a new listing request each year for annual events.

Listings are provided free of charge on a space-available basis, and at the sole discretion of *Cycle California!* Magazine.

The deadline for submitting calendar listings is five weeks prior to the cover date: for example, March 25 for the May issue. Requests that are incomplete or that we cannot read will not be printed. e-mail: calendar@cyclecalifornia.com, fax: (408) 292-3005.

named "hillsrus." Co-listed with ACTC. Questions? contact Michael Khaw, hillsrus@dorkypants.us or (408) 737-0238.

Wednesday Night Training Rides: Black Bart Theatre, Murphys. Weekly rides for cyclists of all levels. 4 p.m. in the parking lot. Non-members welcome to attend. For more info, go to <http://sports.groups.yahoo.com/group/SierraFoothillsCycling/> or call Shelley at (530) 864-7891

Wednesday nights Monterey Off Road Cycling Association weekly ride on trails of Fort Ord National Monument and BLM lands at 6 pm Starting point either at 8th and Gigling Ave in Marina or Creekside Trailhead and Followed by potluck BBQ. For info www.morcantb.org for details/contacts

Wednesday Night Mountain Bike Ride with Southern Sierra Fat Tire Association! Meet at 6 p.m., Juliet Thorne School parking lot, Bakersfield. Hammerhead ride, 1.5-2 hours. To get to the start site, take Hwy 178 (past Fairfax Rd.), turn left onto Morning Dr., and turn left onto Panorama. Thorne School is on the right. There are many trails into the foothills extending out to Hart Park and Lake Ming. For more info, contact Eddie Gonzalez, (661) 201-7503

Stanislaus County Bicycle Club holds weekly rides for cyclists of all levels. For more information see the website: stancobike.org. For ride specifics contact Jack at (209) 818- 3448 or email: jackq@stancobike.org.

Wednesday Eagle Club Training Ride: 4:30 p.m. Starts off from Bicycle Works, 3335 Solano Ave., Napa. 23 mi. loop club training ride. Helmets req'd. For more info, call Bicycle Works, (707) 253-7000.

Wednesday Youthful Seniors Ride with Skyline Cycling Club! 10:30 a.m. October - May, 9:30 a.m. June - September. All levels, and ages, of riders with all types of bikes welcome. Several route options from fairly flat 15 mi. to major hills 30 mi., class 1-4. Ride starts and ends behind The Bicycle Outfitter, 963 Fremont Avenue, Los Altos. Rain cancels. Helmets req'd. for info visit www.pobox.com/~skyline or call (650) 948-8092.

Thursday

Dirty Velo Girls mountain bike night ride: Lake Chabot Regional Park. The start site is located at Lake Chabot Marina, Castro Valley. 5-10 mi. 7 p.m. For more info, go to www.velogirls.com or email dirtyvelogirls@velogirls.com

Thursday noontime fixed gear ride leaving from Spoke Folk Cyclery in Healdsburg, 201 Center St. 95448. (707) 433-7171. Pace is moderate to brisk, 20 mi. of rolling fun. Fixed gear recommended but all welcome. The last Thursday of every month switch it up and do a moderate hill climb up Mill Creek Rd. Geared bikes recommended for this one. Rain cancels.

Monticello Cycling Club's weekly Thursday ride. The ride starts at the corner of Dobbins & Main St., Vacaville at 6 p.m. This follows the same 32-mile route as Tuesday's ride, most often at a slightly slower pace. Practice safety, etiquette, and hone group riding skills, and build fitness. Regroup by soft pedaling after each sprint. For more info and seasonal time changes, go to www.monticellocycling.org.

Thursday Night Training Rides: Black Bart Theatre, Murphys. Weekly rides for cyclists of all levels. 5 p.m. in the parking lot. Non-members welcome to attend. For more info, go to <http://sports.groups.yahoo.com/group/SierraFoothillsCycling/> or call Shelley at (530) 864-7891

Thursday afternoon Ridgecrest Mountain bike ride with Southern Sierra Fat Tire Association! Safe for all riders, starts at Gateway School, Ridgecrest. Ride is approximately 13 miles long. Ride Leader Arty Blanco (760) 608-9878 or gibbysjob@yahoo.com

Thursday, 9 a.m. join the Benicia Bicycle Club for a ride. Meet at Starbucks Coffee, 90 Solano Square, Benicia. For info, email www.beniciabicycleclub.org

Thursday morning ride that meets on the east side of the Rite-Aid Store parking lot, at 3848 Castro Valley Blvd. in Castro Valley. The ride is 35 to 45 miles in length. Ride route varies each Thursday as we head out to the Pleasanton/Livermore Valley area. Always includes a food/coffee stop. Non-club members are welcome to join us! Show up at 8:20 am as the ride leaves promptly at 8:30 a.m. Bring \$ for food/coffee. The group arrives back at the start between 11:30 a.m. and noon. Rain cancels. Contact: John Barclay, 510 569-1669, john_barclay@sbcglobal.net or www.TuesdayThursdayBikeGroup.com

Pizza & Beer Ride with the Delta Pedalers. Extreme Pizza in the Safeway Shopping Center at Fairview & Balfour in Brentwood. A easy no drop ride around town with socializing at the end. Lights and helmets required. Call Jan at (925) 437-2045. deltaped.org.

Weekly Thursday intermediate ride, at Lake Chabot: 6 p.m. Meet Lake Chabot Rd. near the driveway leading up to the public safety offices and Nike classroom, Castro Valley. A fast-paced after-work workout. Ride varies from week to week. 14 to 20 mi. w/1,000 to 2,000 ft. of climbing. RSVP please. Contact: David Ambrose, david@boarsgut.com, (510) 888-9757.

Thursday Youthful Seniors Ride with Skyline Cycling Club! 10:30 a.m. October - May, 9:30 a.m. June - September. All levels, and ages, of riders with all types of bikes welcome. Several route options from fairly flat 15 mi. to major hills 30 mi., class 1-4. Ride starts and ends behind The Bicycle Outfitter, 963 Fremont Avenue, Los Altos. Rain cancels. Helmets req'd. Go to www.pobox.com/~skyline or call (650) 948-8092.

Friday

Fridays Monterey Off Road Cycling Association weekly ride at 4:30 pm at InterGarrison Road and Jerry Smith Access Corridor in Marina. Often gather postride for dinner/rehydration! Led by women. Men welcome (behind the lead). For info www.morcantb.org for details/contacts

The Friday B Ride. Meet Andy Kirk in front of Peet's Coffee and Tea in Los Altos State Street at 10 a.m. Park outside the downtown area, as there is a two-hour time limit. Details of the ride including the distance will be hammered out by the riders. Lunch at a deli towards the end. Let's meet and see what develops. Rain cancels. Contact: andrewk962@yahoo.com or (650) 941-1287.

Monday, Wednesday Friday fitness cycling classes, Oakland. 10 a.m. The start site is located at Lowell

Park (Off the 980 12th St. exit). 15-20 mi. rides. Helmet & vest req'd. For more info or to sign up email JonathanCrayton3@gmail.com

Saturday

Saturday morning Monterey Off Road Cycling Association first Saturday of every month at 9 am Ride tailored for beginners but experienced riders also welcome. Start at 8th and Gigling in Marina near CSUMB. See www.morcantb.org for details/sign-ups/contacts

Medio Velo intermediate ride: 45-60 mi. Saturdays & Sundays. 9 a.m. locations vary. For more info, go to www.velogirls.com or email endurance@velogirls.com

Redwood Empire mountainbiking: 9 a.m. Every Saturday start from the upper lot, Howarth Park, Santa Rosa. 2-3 hour ride in Annadel State Park. Various levels. For more info, call Bike Peddler (707) 571-2428 or Dave's Bike Sport (707) 528-3283

Weekly Saturday Ride with Monticello Cycling Club. 9 a.m. Decide and Ride. Pace pretty much determined by who shows up; sometimes splits into faster and less fast groups. Sometimes a Winters loop, but sometimes a Lake Loop or Gordon Valley and maybe up Mount George and into Napa. Sometimes a flat ride through the orchards. For more info, www.monticellocycling.org

Saturday Morning ride from City Bicycle, Sacramento. 10 a.m. (Rain cancels). The location is on K St. between 24th and 25th, downtown Sacramento. Race-paced training ride on flat terrain w/no leader, very fast. The ride is known as the River Ride.

Saturday Morning Mountain Bike Ride with Southern Sierra Fat Tire Association! Meet at 8 a.m., Juliet Thorne School parking lot, Bakersfield. Challenging social ride, 2-3 hours. To get to the start site, take Hwy 178 (past Fairfax Rd.), turn left onto Morning Dr., turn left onto Panorama. Thorne School is on the right. Ride trails into the toothhills to Hart Park and Lake Ming. For more info, Eddie Gonzalez, (661) 201-7503

Monthly MTB ride, all levels, with Bicycle Trails Council -- East Bay, every 2nd Saturday 9:30 a.m. For more info, go to www.btceb.org group rides

Saturday ride with Benicia Bicycle Club 8 a.m., from Benicia State Recreation Area Park --- Meet at the K St. entrance. Usually the ride breaks into a fast-paced and more leisurely group. Call George, Benicia Bicycle Club, (707) 747-9623, www.beniciabicycleclub.org

Stanislaus County Bicycle Club holds weekly rides for cyclists of all levels. For more information see the website: stancobike.org. For ride specifics contact Jack at (209) 818- 3448 or email: jackq@stancobike.org.

2nd Saturday Different Spokes Jersey Ride! 9 a.m. Meet at the Peet's Coffee at 2257 Market St., San Francisco. 45 and 55 mi. options over Paradise Dr./Tiburon Loop, w/optional climb over Marin Headlands. Good company! Contact William Bir, Different Spokes, (415) 247-0567, www.DSSF.org

Join Cherry City Cyclists for a Show & Go, 8:30 am. Meet near Pet Smart, Bay Fair Shopping Ctr., Hesperian, San Leandro. Ride difficulty and distance determined by the riders who show up! No drop rides. www.cherrycitycyclists.org

2nd Saturday Giro d'Bici Bike Ride: 10 a.m. Start from 5715 Cottle Rd., San Jose for a 40 mi. spirited fellowship ride. This is a road ride. Helmets req'd. Contact Larry Brandt, (408) 238-1649 or Ahmed Massood (408) 265-2883 or www.actc.org

1st Saturday ride: with the Stanislaus County Bicycle Club. 8 a.m. Meet in the parking lot at Marie Calendars, corner of Sylvan & Coffee in Modesto. A slow to leisurely 15.5 mi. ride to Riverbank. This is a good ride for families with children over 12 or as an introductory ride. No drop ride. Contact Stanislaus County Bicycle Club, (209) 571-7545

Super Cute Cycling Chicks (SCCC) Saturday Ride: Also known as "Pink Ladies;" a branch of Sunnyvale Cupertino Cycling Club: A friendly social to moderate paced weekly club ride typically with 20-40 mi. and 2,000-4,000 feet of climbing, depending upon the season. Men and women are welcome and not required to wear "pink," as some of the SCCC Lemonheads who are "off season" join this more moderate ride. Meets at 9 am at the Los Altos Rancho Shopping Center (near the Starbucks) at Foothill Expressway and Springer/Magdalena or at Gunn High School on Arastradero in Palo Alto. Contact Michel Courtoy at (408) 887-1880 or visit www.sccc-cycling.org

1st Saturday Recumbent ride: Sacramento. 10:30 a.m. Meet at the 5 Points Center, at Fair Oaks & Arden Way in Carmichael. For more info, contact David Stock, Recumbent Riders of Sacramento, e-mail: sacbent@aol.com or (916) 483-4435.

The Oakland Yellowjackets bicycle club for riders of all levels and ages. The group invites new riders to join them for a ride every Saturday and holiday year-round. Meet at the Children's Fairyland parking lot at Lake Merritt in Oakland. For start times, info, go to www.oaklandyellowjackets.org. Helmets req'd.

SJBC North training ride: 9 a.m. Meet at Homestead Road and Foothill Expwy. A hilly ride. San Jose Bicycle Club, (408) 287-SJBC.

Sunnyvale Cupertino Cycling Club (SCCC) Saturday Ride: Also known as the "Lemonheads." Friendly men and women's weekly club ride is a moderate to fast paced ride with re-grouping. Rides are typically 40-60 miles with 4000-6000 climbing. Group participates in centuries as a team (optional) and may have separate rides for those who want additional training. Meets at 8:30 at the Los Altos Rancho Shopping Center (near the 76 gas station) on Foothill Expressway and Springer/Magdalena. Contact Michel Courtoy at (408) 887-1880 or visit www.sccc-cycling.org

Saturday ride: 9 a.m., Approx. 60 mi. w/some hills. Dave's Bike Sport, College Ave., Santa Rosa. Experience and strength of riders varies, although there are usually Cat 2s, 3s, and 4s. Dave's Bike Sport, (707) 528-DAVE.

Sunday

Join the Sunnyvale Sports Basement Bike Crew for a 25-30 mile group ride on the roads of the South Bay. We use a few different routes that rotate each week. The group tries to maintain moderate pace (12-15mph average). It is a no-drop ride, with regroup at the top of all sustained climbs! Rainy weather cancels the ride. For questions or more info email

southbayevents@sportsbasement.com. Riders under the age of 18 must be accompanied by a parent.

Sunday Morning Road Rides with The Delta Pedalers. All these rides begin at The Bagel Street Cafe at Balfour & Fairview in Brentwood and are canceled in case of rain. RIDE #1 meets at 9am and is a slow paced no drop, approx. 20 mi ride, suitable for beginners. Call John at (925)-439-1190. RIDE #2 meets at 8am and is a 35 to 40 mi ride at a fast pace. It is for fast riders with some hills. Text Dave P at (925)-980_2076. RIDE #3 is more moderate and is no drop, but usually follows the same route as #2. Call Dave P at (925)-980-6200 or Dave S at (925)-528-2671. deltaped.org

Melo Velo beginner's road ride, Woodside Town Hall, Woodside. 10 a.m. Dec. - Feb. A weekly 15 mi. beginner-friendly women's road ride led by members of Team Velo Girls. The start site is located at 2955 Woodside Rd. For more info, go to www.velogirls.com

Join the Sports Basement Sunday Riders Club every Sunday for a "beginner/intermediate"-level group bike ride over the Golden Gate Bridge into Marin County. Routes range from about 30 to 45 miles and average somewhere between 13 and 15 mph on the flats. The group wait at the tops of hills and the ride is no-drop with a sweep rider at the back. For more info contact Michael Tanner at mtanner@sportsbasement.com.

Sunday mornings Monterey Off Road Cycling Assoc. weekly rides at 9 am on trails of Fort Ord Nat'l Monument and BLM lands. Starting point alternates weekly between Creekside Trailhead (near Reservation Road and Portola Rd) in Salinas and intersection of 8th and Gigling in Marina (near CSUMB). No drop rides. See www.morcambt.org for details/contacts

3rd Sunday of the month: 9 a.m. Ride Napa to Yountville, 20 mi., vintage bike ride. Dust off your vintage steed for a relaxing ride to Yountville. We will be stop for coffee and pastries before returning to Napa. Leaves from Bicycle Works, 3335 Solano Ave.

Fourth Sunday Mountain Biking Beginner Skills Class, Pacifica. Class meets and rides on the 4th Sunday of the month, 1-3 p.m. Meet at the old Linda Mar School site, Rosita Rd. at Peralta in Pacifica. Class will consist of a 1-hour ride prep and skills overview and a 1- to 2-hour ride up the lower part of Montara Mountain. Free! All ages and skill levels welcome. Helmet required. Led by Jim Sullivan, member of the Pacific Bike Park Committee. RSVP required because class size is limited. For more info or to RSVP, please e-mail Jim at ssulljm@gmail.com

Sunday weekly 20 mi., flat road bike ride is designed for beginners or just folks who want to mosey and chat. Meet at 10 a.m. at Starbucks, Red Maple Village 2600 S. Tracy Blvd. Tracy. Cycling safety and shifting basics are covered by the ride leader. Regroup as needed and no rider is ever left behind. Each rider should bring their own water, helmet, snacks and a spare tire tube. Go to www.valleyvelo.org and see the ride calendar for more details.

Paradise Loop Ride: 9 a.m. every Sunday. Meet at Mike's Bikes of Sausalito parking lot, at #1 Gate 6 Rd., Sausalito. Easy to moderate pace so beginners are welcome. For more info, go to http://mikesbicyclecenter.com

Second Sunday ROMP at Soquel Demo Forest The ever-popular joint MBOSC ROMP Second Sunday Demonstration Forest Ride. Both clubs will meet at the green bridge at 9:30 a.m. Wheels roll by 10 a.m., up Buzzard's Lagoon to Santa Rosalia Ridge. Consensus will determine the route down the mountain. From Hwy 17, take Summit Rd and head SE. Go 5 1/2 miles to the first stop sign, turn right and then bear left onto Highland Way. Go another few miles to the road block. Park there and ride the last mile downhill to the green bridge on the right. Contact Josh at (408) 420 7342 or mtbikes@gmail.com

Sunday afternoon Mountain bike ride with with Southern Sierra Fat Tire Association! 2 p.m. Designed for novice or casual riders, includes customized riding instruction. Ride time approximately one hour. For more info, contact Eddie Gonzalez, (661) 201-7503

Fourth Sunday Mountain Biking Beginner Skills Class - Pacifica Class meets and rides on the 4th Sunday of the month, 1-3 p.m. Meet at the old Linda Mar School site, Rosita Rd. @ Peralta in Pacifica. Class will consist of a 1-hour ride prep and skills overview and a 1- to 2-hour ride up the lower part of Montara Mountain. Free! All ages and skill levels welcome. Helmet required. Led by Jim Sullivan, member of the Pacific Bike Park Committee. RSVP required because class size is limited. For more info or to RSVP, please e-mail Jim at ssulljm@gmail.com

Sunday Afternoon Mountain bike ride with Southern Sierra Fat Tire Association! 2 p.m. An intermediate/advanced ride. Ride time approximately two hours. For more info, contact Eddie Gonzalez, (661) 201-7503

Stanislaus County Bicycle Club holds weekly rides for cyclists of all levels. For more information see the website: stancobike.org. For ride specifics contact Jack at (209) 818- 3448 or email: jackq@stancobike.org.

Freewheel Bike Shop Sunday morning ride. Meets at Golden Gate Bridge visitors parking lot in San Francisco every Sunday at 8:30 am. Medium to fast paced ride covering 40-60 miles in Marin county. Routes vary week to week. For more info., contact Eric via e-mail at eplfreewheel@yahoo.com.

2nd Sunday MTB ride: with the Stanislaus County Bicycle Club. 8 a.m. 6-9 mi. mostly flat. ride. Meet Scout Blvd. next to Scott Park, 800 Morris, Modesto. The ride goes to the end of Dry Creek Park, Claus Rd. Contact Stanislaus County Bicycle Club, (209) 571-7545

Sunday morning ride w/the Benicia Bicycle Club, 8 a.m., from Benicia State Recreation Area Park — Meet at the K St. entrance. Usually the ride develops into two groups: a fast-paced and more leisurely group. Call George, Benicia Bicycle Club, (707) 747-9623 or www.beniciabicycleclub.org

Sunday Casual Road Ride with Skyline Bicycle Club! 10:30 a.m. A ride is for all levels of riders. 20 to 32 mile loops with some hills to major hills. Meet behind The Bicycle Outfitter, 963 Fremont Avenue, Los Altos. Rain cancels. Tandems and recumbents always welcome. Helmets Req'd. Go to www.pobox.com/~skyline or (650) 948-8092.

1st Sunday ride: with the Stanislaus County Bicycle Club. 8 a.m. Meet in the parking lot at Marie Calendars,

corner of Sylvan & Coffee in Modesto. 62 mi. very fast ride to Knight's Ferry. The terrain is rolling hills with approx. 50-100 ft. of climbing. This ride is for strong to very strong riders; it requires paceline riding; may regroup every 15-20 mi., but there's no obligation to wait. For more info, contact Stanislaus County Bicycle Club, (209) 571-7545

1st Sunday ride: of the Bike Friday Club of America—Santa Cruz chapter: 9 a.m. Meet Corralitos market, corner of Corralitos and Hames Rds. Take Hwy 1 south, exit Freedom Boulevard, head left, go for 4-5 mi., left on Hames Rd., stay on Hames until you hit Corralitos Rd. May stop for a bite at Corralitos market. Contact Dan Fallorina and Anna Kammer, (831) 728-4031 (h), email dfallo@bicycling.com

Sunday ride with Eagle Cycling Club 8:30 a.m., downtown Napa. Meet at Dwight Plaza between #1120-1126 on First St. 40-80 miles. The ride is fun and social; starts out slow, regroups, and may break into different groups. www.eaglecyclingclub.org or contact Bicycle Works (707) 253-7000.

1st Sunday of every month. 9 a.m. Meet 190 Maple St., Hollister, the World Gym parking lot. Pace dependent on riders who show up, occasional regrouping during the ride. Rides are from 20-30 mi., 1.5 to 2 hours in length. Contact Jeff, (831) 636-0241, or tomerbob@ix.netcom.com

Sunday Morning Mountain Bike Ride: Ride with the Delta Pedalers. Meet at Bikes 4 Life, 1344 Sunset Drive. Call Bikes 4 Life, (510) 754-8025.

Trail maintenance

Saturdays 9 a.m. to noon. Bill's Trail trail work with Marin County Bicycle Coalition. MCBC is partnering with Samuel P. Taylor State Park to remove invasive plants from the Cross Marin Trail and to convert Bill's Trail to a multi-use facility. Devil's Gulch campsite off Sir Francis Drake Blvd. (look for sign). To RSVP or for more info, email Tom at tom@marinbike.org

Rallies

May

5/22-25 *Great Western Bicycle Rally*: Paso Robles. Four days of bike riding from short family rides to a full century. Rides range from fully supported and self-guided rides. Racers will find a hill climb and time trial. Something for everyone. Wine, beer, and cheese tastings, the pasta feed and more are on tap. For more info visit www.greatwesternbicyclerally.com or call (917) 355-1317.

July

7/2-6 *Northwest Tandem Rally*: Bellingham, Washington. 1st day 22 mi., 2nd day options from 25 mi. to 80 mi., 3rd day options from 20 mi. to 100 mi., 4th day 20-30 mi. 1st day and 4th day are self-supported (the Mount Baker Bicycle Club will mark roads and provides maps). 2nd and 3rd days are fully supported including mass start and escort through town via Bellingham Fire Department; 4 food stops on the course, and lunch provided at the end. Fees: \$75 per person, \$15 per child (age 17 and under), thru 5/31. After, \$95

per person, \$15 per child. Fee includes 4 days route maps and marked roads. 4 food stops per day on 2 of the ride days. Lunch on the 2 ride days. Breakfast on mass-start ride day. Enamel souvenir pins. Laminated personalized license plate for each bike. Reg. goodie-bag with gifts from sponsors. Vendor Expo admission. Raffle tickets/prizes. Mobile app for on-road assistance. For more info, nwtr.org/2015

Swap meet

April

4/26 *Cupertino Bike Shop/SVMTB Swap Meet*: Monte Vista High School, Cupertino. **Ginormous bike swap meet!** Sunday April 26 from 10-4. The largest bike swap meet in San Jose features 80+ vendors selling bikes, clothing, tools and accessories including vintage, road, mountain and BMX. Spaces start at \$60 and up and usually sell out early. The school is located at 21840 McClellan Rd, Cupertino. For more info call (408) 255-2217 or sprocket@cupertinobike.com

Centuries, fun & charity rides

March

3/7 *Blossom Bike Ride*: Reedley College. Rides: 20, 40, 60 mile distances thru the orchards and foothills of the Central Valley. Fee includes SAG, lunch, fully-stocked rest stops. The start site is lo-

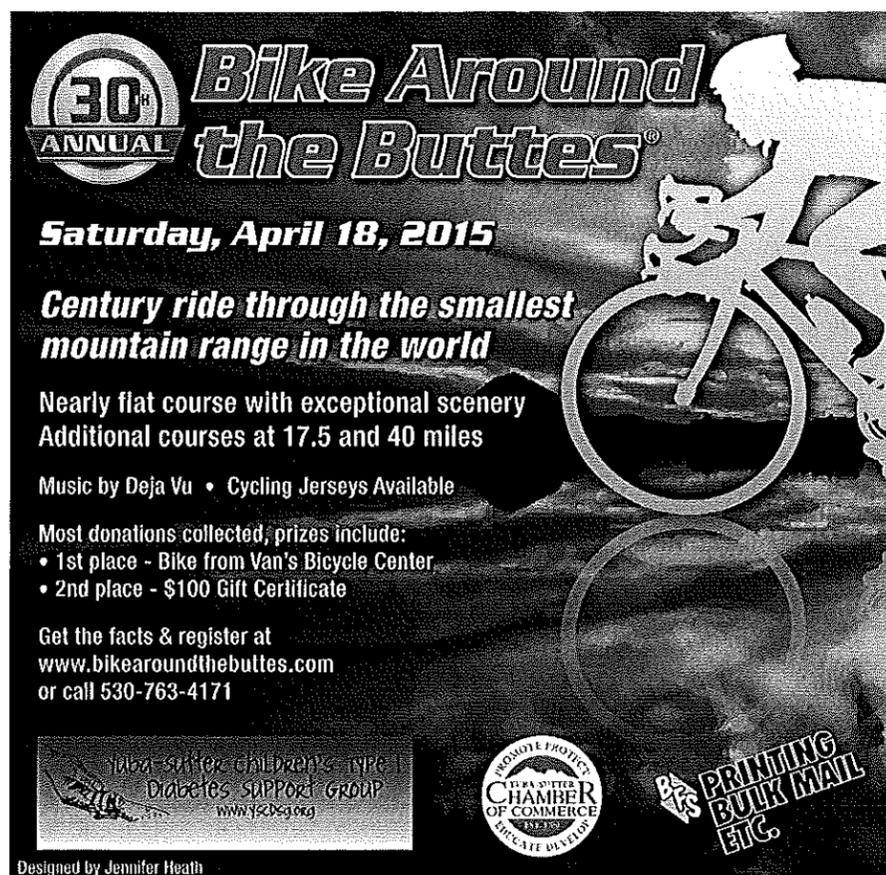


Apple Blossom Bike Tour
May 17, 2015
A Benefit for El Dorado Adventist School

Join us May 17, 2015
for a ride through Apple Hill® and the scenic Sierra foothills.

Location
The tour begins and ends at El Dorado Adventist School, not far from Placerville's quaint downtown.

More Information
Routes for Century, Half-Century and a Family Ride are available. Please visit our website or call (530) 417-2857 for registration and route information. appleblossombiketour.com



30th ANNUAL Bike Around the Buttes®
Saturday, April 18, 2015
Century ride through the smallest mountain range in the world

Nearly flat course with exceptional scenery
Additional courses at 17.5 and 40 miles

Music by Deja Vu • Cycling Jerseys Available

Most donations collected, prizes include:
• 1st place - Bike from Van's Bicycle Center
• 2nd place - \$100 Gift Certificate

Get the facts & register at
www.bikearoundthebuttes.com
or call 530-763-4171

Diabetes Support Group
www.dsog.org

PROMOTE PROJECT
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EST. 1952
SUCCESSION DIVISION

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Designed by Jennifer Heath

cated at 995 North Reed Ave. For more info go to www.blossombikeride.com

3/14 Solvang Century, Metric & Half Century: Solvang. 100, 63 or 50 mile ride options. through the wine country of Santa Barbara County. The start/finish site is located at Hotel Corque, 400 Alisal Rd. Pre-reg. open until 2/26/15. BBQ lunch included in the entry fee. Go to www.BikeSCOR.com or call (562) 690-9693 for more information or a ride flyer.

3/21-22 The Life Ride: Santa Ynez. Tackle the legendary Mount Figueroa, cruise through the vineyards and sweep down to the Pacific Ocean on a quiet country road as part of the ThinkClimb! Challenge. On day two you'll explore the beautiful towns and canyons of the Santa Ynez Valley and discover many of its delights and gastronomic treats as part of the ThinkTaste! Rides. ThinkCure! is a, community-based nonprofit that raises funds to accelerate collaborative research to cure cancer. For more info, go to www.thinkcure.org

April

4/4 Party Pardee: Howard Park, Ione. 26 and 62 mile bike tour travels the gentle rolling hills of Amador and Calaveras Counties. Rest stops will be stocked with a large variety of fruit, snacks and drinks. Friendly on-the-road support as always will be available and mechanical assistance at the rest stops. A hot meal and live music by Mumbo Gumbo will be provided at the finish. Pre-reg. only! Reg. capped at 1,200 riders, so register early. For info, call Vivienne Nicol (916) 752-3890 or email at vivienne.nicol@gmail.com or go to <http://partypardee.bikehikers.com>

4/11 38th Tierra Bella Bike Tour: Gavilan College, Gilroy. Ride through the scenic country roads of Morgan Hill and Gilroy. Ride the 35 mi. (56K) route; make your first metric century the hilly & rolling 62 mi. (100K); or ride our hilly and challenging 100 mi. (160K) or 124 mi. (200K) route. Hot catered lunch, 6 rest stops with fruit, snacks, baked goods and drinks, SAG support, and a commemorative patch. Families welcome. Pre-reg.: \$55 per rider; families (1 or 2 adults & minor children) \$110. \$10 late fee 3/22-4/3. Reg. closes 3/21 or when the number of riders reach 2,000. No day-of reg. Visit www.tierrabella.org or call (408) 255-7957 to register.

4/18 Bike around the Buttes 2015: Sutter. 17.5, 40, & 100 mi. The 17.5 and 40 mi. routes go over Pass Rd. (the old stage coach route from Colusa to Sutter, then north thru the Buttes. These routes have a stretch of rolling hills, nothing too strenuous. The 100 mi. route adds a trek by the Sacramento River. For more info, www.bikearoundthebuttes.com

4/18 Wine Valley Cycle for Sight/Rotary Ride for Veterans: Justin Siena High School, Napa. 15, 25, 50 mi. rides through the Napa Valley Wine Country. The 15 mi. is an easy family-friendly ride; the 25 mi. has a little more challenge; the 50 mi. ride has a 1,400 ft. climb. After the ride, enjoy a wine festival with wine tasting. Pre-reg.: \$60, adults before 3/18/15; \$70, after. Under age 21, \$30. For more info, go to www.cycle4sight.com or call (707) 257-5611.

4/18 39th Cinderella Classic & Challenge: Alameda County Fairgrounds, Pleasanton. For women only! Classic route: 65 mi. thru Amador, Livermore, Diablo & San Ramon Valleys. Mostly flat w/a few modest hills. Challenge includes an extra 23 mi., approx. 2,000 ft. of climbing. The route turns east to climb Patterson Pass and returns via Midway, Altamont Pass, and a great descent into South Flynn. This ride is limited to 2,000 riders! \$48, in advance. Online reg. opens Wednesday, Feb. 2. For more info, go to www.valleyspokesmen.org

4/18 Mr. Frog's Wild Ride: Feeney Park, Murphys. Wild Ride approx. 50 km, Wilder Ride approx. 100 km. Enjoy a springtime ride in the Sierra foothills with fantastic timing to view the wildflowers! Both rides have climbing, along with rolling green pastures including New Melones lake views on the Wilder Ride. Wild Ride: \$50; Wilder Ride: \$60. Fee includes Rest Stops, SAG, BBQ dinner, free massage, live music, and Time Trials. Helmets req'd. For more info go to: www.mrfrogswildride.org

4/25 Wildflower Century: Creston Elementary School, Creston. 50, 75, mi. routes. The century takes you through the green hills and secluded valleys of northeastern San Luis Obispo County. See California the way it was during the mission days. For your \$75 reg. you get SAG, well-stocked rest stops, after ride meal. For more info, go to www.slobc.org/wildflower

Fremont Freewheelers Bicycle Club

Primavera 2015 Century



Sunday, April 26, 2015

100 mile, 85 mile, 100K, 65K routes past the scenic Calaveras Reservoir

25 mile fun, flat & educational ride through Coyote Hills

www.ffbc.org/primavera
ffbc primavera century 

Fremont Freewheelers Bicycle Club



MOTHERLODE CENTURY
SPRING CLASSIC

Experience El Dorado on two wheels.
www.visitElDorado.com

SATURDAY MAY 9th 2015

- Discover unique Gold Country roads
- 34 - 97 mile/ability options, Full SAG support
- Friendly refreshing aid stops, massage, showers
- \$10 camping to fine B&Bs. Group discounts
- Riverside dinner party - live music, wine, beer
- Unforgettable riding for avid roadies!

Partnering with: Friends of El Dorado Trails

motherlodecentury.com

The Art of Survival Century | May 23, 2015

Tulelake, CA | Tulelake-Butte Valley Fairgrounds

Located on the Oregon/California border between Mt. Shasta and Crater Lake. Pedal through farm country and experience the beauty, wildlife and historical magic of the region. Choose routes of 109, 86, 40, two 20 mi. family friendly routes; or a 20 mi. mountain bike route through forest lands. Come learn, see, touch, and Survive with us. Come ride.



Visit www.survivalcentury.com or contact Bev at 541-273-1666

4/25 Friends and Family of M360: Horizon Community Church, Galt. 4 routes to choose from, 12, 25, 42, and 62 mi. Full SAG, rest stops, and a fantastic after ride meal. A great way to spend a spring day riding thru the vineyards and rolling hills east of Galt and Lodi. This is a fundraiser to send Buffalo Bikes to Africa through World Bicycle Relief. For more information and a registration form email Lynn at m360lynn@att.net.

4/25 Mt. Hamilton Challenge & Ascent Bicycle Tours: Santa Clara. Century Rides with options of either 70 miles or 125 miles, all on roads. Pre-reg is \$20 by 4/9; \$30 on ride day. Helmets req'd. Proceeds benefit the Livestrong Foundation. Fees include SAG, medical standby, and delivery of participant-supplied lunches to each of three stops. Contact: Don Worn of Pedalera Bicycle Club, (408) 354-2944 or donworn@hotmail.com.

4/26 43rd Annual Primavera Century: Mission San Jose HS, Fremont. 25, 85, 100 mi, 100k, 70k routes. Beautiful scenery including the Calaveras Reservoir, Palomares Canyon, Livermore Wine Country, and the Altamont Pass Wind Farm. There is also a 25 mile Fun Ride at to Coyote Hills. Pre-reg.: 100 mi., 85 mi., 100k, 70k: \$70. 25 mi. Fun Ride: \$25 adult, \$10 child. Fee includes: Goodie Bag, SAG, Well stocked rest stops with mechanics, hot meal and masseuses at the end of the ride. Sold out last two years. For more info, go to www.ffbc.org/primavera

4/26 Chico Velo Wildflower Century: Silver Dollar Fairgrounds, Chico. Century with 8 route options ranging from 12 mi. to 125 mi. The Wildflower 100 climbs Humboldt, Honey Run, and Table Mountain and The Wildflower 65, which climbs only Honey Run, offer plenty of challenge. The two Wildcat options, will put any rider to the test. The Flatflowers (12, 30 or 60 mi.) and Childflower 12 boast absolutely no hills at all! Pre-reg.: depending on route: Reg.: between \$15 & \$75, by 4/22; on-site registration - between \$15 & \$85 by 4/25-26, if room available. Fee includes Saturday expo complete with live music, food truck court and vendors. Loaded rest stops with baked goods, fruit and lunch items that cater to dietary constraints. Ride Rangers and SAG on all routes to assist you. All riders get a rider bag. All riders except the Flatflower 12 and Childflower 12 get the catered dinner. The Childflower riders get a kids rider bag and entry into the bike rodeo. For more info, go to www.chicovelo.org

May

5/2 3F Century: A flat, fast & fun bike ride! Colusa. Century, Metric Century and 37 mile rides. This is a great ride for a first century. The course is really flat. It travels through farmland, primarily rice and around the Sutter Buttes, the smallest mountain range in the world. And at the end of the ride is a great pulled pork meal provided by the Colusa Lions Club. All proceeds from the ride are used by the Colusa Lions Club to support youth activities. For more info, go to www.3fcentury.com

5/3 BICYCLING Spring Classic: Morgan Hill. 25, 60, 90 mi. routes thru south Santa Clara

County. The Editors of *Bicycling Magazine* and *Specialized* invite cyclists to ride of 25, 60, or 90 mi. on the same scenic climbs and descents used as proving grounds for *Specialized's* bikes and equipment. The start site is located at *Specialized Bicycles*, 15130 Concord Circle. Fee includes exceptional roads, scenic views, attentive on-course support including attentive nutrition and hydration support, mechanical and medical staff; timing chips (with prizes for five fastest climbers on the 90-mile route); and a post-ride party with a healthy lunch, family activities, bicycle industry expo, and more. For more info, or reg. to go BicyclingSpringClassic.com

5/2 Cycle de Mayo: Ride from either Davis or Woodland. The routes take riders to either school and back for a 25 mi. circuit. Or, choose a shorter ride 10 or 15 mi., and turn around at Plainfield Station, where the party is! Pre-reg.: \$25, adults; \$10 kids/students until 5/2. Day-of reg.: \$30 & \$15, respectively. For info, contact Maria Contreras, (530) 753-1125 or funmaria@sbcglobal.net

5/2 West Marin Metric Century & Tour of Novato: Novato. 100k distances w/a few challenging climbs on scenic rural roads of West Marin. 13K & 40K tours of Novato; 5K walk will be in & around Novato. This event is a fundraiser for School Fuel, the Novato Foundation for Public Education. Fee will include t-shirt, SAG, rest stops, post-ride meal & entertainment. For more info, call (415) 225-4204.

5/3 Tour de Cure Napa Valley Wine Country: Veterans Home, Yountville. 10 mi. easy ride along residential and rural backroads. 25 mi. flat ride in the heart of Napa Valley. 50 mi. rolling terrain brings you to Calistoga where you cross valley and head down Silverado Trail. 80 mi. follows 29/128 past Calistoga out of Napa Valley into picturesque Alexander Valley w/ some hill climbing. 100 mi. continues past Healdsburg almost to 101 and Russian River. For more info and to register, go to diabetes.org/napavalleytourdecure. Use coupon code "CYCLE15" for a deep discount.

5/3 Delta Century: Jessie's Grove Winery, Lodi. The routes traverse the rural Delta roads of the San Joaquin Valley. Flat quarter (26 mi., no elevation gain), metric (62 mi., 260 feet of elevation gain), and full (100 mi., 425 feet of elevation gain) century loops cover scenic vineyard, farm, and Delta roads. The metric & century routes include a ferry ride across Steamboat Slough. For more info, go to www.stocktonbikeclub.org

5/3 Grizzly Peak Century: Campolindo High School, Moraga. 75, 101, 109 mi. routes. A scenic ride in the East Bay & north to Martinez. An optional route heads south to Castro Valley. Pre-reg.: \$55 by 4/11; \$65 after. For more info, go to www.grizzlypeakcyclists.org/century

5/9 Gold Country Challenge: Nevada County Fair Grounds, Grass Valley. Century, Metric



WINE VALLEY CYCLE FOR SIGHT

RETURNS



SATURDAY, APRIL 18, 2015 NAPA VALLEY

"Enjoy Springtime Among the Vineyards"

50, 25, and 15 Mile Scenic Routes

RETURN TO

THE BAY AREA'S BEST POST-RIDE FESTIVAL

- Wine Tasting
- Famous Napa Restaurants
- Microbreweries
- Silent Auction

ENTERTAINMENT BY:

The Bay Area's Legendary
"PRIDE and JOY"

ONLINE REGISTRATION www.cycle4sight.com

(74 or 54 mi.), half Metric, 12 mi. family ride. The course rides through the historic gold country of the Western Sierra Foothills; crossing the Yuba River several times. The century is a difficult, greater than 9000 foot, climb. The metric and half metric are a milder ride. The start site is located at McCourtney Rd., Grass Valley. Pre-reg.: By 3/1: Century \$80, Metric \$70, and Half Metric rides \$60, family ride \$40 (under 12 \$25). After, Century \$90, Metric \$80, and Half Metric rides \$65 family ride \$40 (under 12 \$25). For more info, go to: www.rotarygoldcountrychallenge.com

5/9 Motherlode Century: Coloma/Lotus Valley. 34, 63, 77, 83, & 97 mi. routes. Roll on backroads through forest, farms, and vineyards. The 34 mi. (2,691 ft. elev. gain) loop samples bucolic Gold Country, while the 63 mi., (6,036 ft. elev. gain), 77 mi. (7,800 ft. elev. gain), 84 mi. (7,866 ft. elev. gain), and 97 mi. (9,630 ft. elev. gain) routes add a remote canyon with rewarding climbs. Fee includes goody bag, aid stations, lunch stop and SAG. Logo gear and discounts for early reg. Post-ride enjoy a soak in the cool river, hot showers and massage and a dinner party with live music, craft beer and local wines. Lodging ranges from \$10 tent camping to luxurious B&Bs. For more info, go to www.motherlodecentury.com

5/9 Tour of the Unknown Coast: Ferndale. 10, 20, 50 mi. & 100 km. & 100 mi. routes. Ride under the giant redwoods along California's last stretch of undeveloped coastline on California's toughest century. Free camping! For more info, go to www.tucecycle.org or call (707) 845-6117

5/16 2015 Mountain Bike Endurance Ride: Pioneer Park, Nevada City. A benefit for Big Brothers Big Sisters of Nevada County & North Lake Tahoe. The start site is located at 423 Nimrod St. and traces a tough route in the foothills of either 45 or 50 mi. A beautiful loop on local trails, including the South Yuba River Trail and National Forest Service Trails. The route is approximately 80% singletrack, 7,000 ft. in elevation, with stunning views of the river and mountains. In place of regular fees, riders are encouraged to raise \$200 in donations. At all check points there is first aid, water and snacks - lunch is provided, as well as post ride refreshments. Helmets are required. Registration deadline 4/17. For more info call (530) 265-2059 or go to www.bigsofnc.org

5/16 California Classic Weekend: Chukchansi Stadium, Fresno. 35, 60, 100. mi. routes. Riders will line up outside of Chukchansi Park before being lead by a police escort to the McKinley on ramp of Freeway 168, where all riders can ride the freeway for 10 mi. from McKinley Ave to Shepherd Ave. The start site is located at 1800 Tulare St. For more info, go to fresnocentury.com

5/16 I Care Classic Bike Tour: South Santa Clara County. 100 mi. hilly, 100 mi. alternative, 100k, 50k, 20 mi. Experience the beautiful south Santa Clara County in the springtime! 5 different routes for every level of rider. Reg. includes continental breakfast, SAG, Maps, rest stops! For more info go to www.ICareClassic.org

5/16 Lodi Sunrise Century "Tour delle Vigne": Michael David Winery, Bare Ranch Estate. 50 km., 100 km., 100 mi. Join us for the "Tour of the Vines" with routes through the rolling hills around the Lodi wine country. Each of the routes offers scenic views of vineyards, tranquil pastures and farm lands along lightly traveled roads. The 100 mile ride takes you around Lake Camanche! All the rest stops are well stocked with water, fresh fruit, carbs, amenities and at the finish ,you can relax and enjoy a Gourmet Meal and the fabulous wines of Michael David Winery. \$55, by 5/9; \$60/\$65, after. For more info, go to www.lodisunrisecentury.com

5/16 14th Annual Tour de Lincoln: McBean Park, Lincoln. 10 mi. Pleasure Cruise, 20 mi. Rolling Hills, 40 mi. Country Climb, or 100K. Pre-Register before 5/9: 10 mi.: \$20; 20 mi.: \$35; 40mi. & 100K: \$45. Between 5/9



Sacramento Century
 Saturday, October 10, 2015
www.SacramentoCentury.com

Fun and flat scenic routes for families, individuals and seasoned cyclists through the Delta Wine Country. This ride starts and ends on Capitol Mall.

Celebrate and have fun at our post ride festival with food, local beer and wine vendors, and live music.

Rest stops packed with tasty food, plenty of hydration and a delicious lunch.

Rotary Club of Sacramento
 For the benefit of:
 Habitat for Humanity

SacramentoCentury.com



JOIN 2,000 CYCLISTS ALONG THE ONLY CALIFORNIA FREEWAY CLOSED FOR A BIKE EVENT!

Century (100 miles), Metric (60 miles) and Mini-Metric (35 miles)

- Chip Timing
- Free Baseball Game
- Custom Finisher's Medallion
- Technical Participant Shirt
- BBQ
- Free Cold Stone Ice Cream
- Michelob Beer Garden
- Bike Valet

CALIFORNIA CLASSIC CENTURY RIDE
 SATURDAY, MAY 16TH 2015
 FRESNO, CALIFORNIA

register online today at www.CaliforniaClassicEvents.com

and day-of, add \$10. Fee includes Continental breakfast, route maps, well-stocked rest stops w/food and potties, SAG, great post-ride BBQ, with beer & wine garden & live music. T-shirt available for \$15. Helmets req'd. NEW option for 2015, Friday night pre-reg. dinner \$15 (RSVP required) For more info call Lincoln Volunteer Center (916) 645-6254, or download an application at tourdelincoln.org.

5/17 Apple Blossom Bike Tour: El Dorado Adventist School, Placerville. Metric century, half metric, & family routes. The routes wind their way thru the orchards and vineyards of Apple Hill. Riders can expect 3,500 to 5,000 vertical ft. in the Sierra Nevada foothills w/spectacular views of the Sacramento Valley as they descend toward the finish line and receive a delicious BBQ (new this year), SAG and rest stops w/snacks and drinks. All participants will receive t-shirts. A benefit for the scholarship fund for El Dorado Adventist School. Reg.: Metric century, \$60; Half metric, \$50; family route, \$30. Reg. by 5/3 & get a \$5 discount. For info, go to www.appleblossombiketour.com or call Calvin, (530) 417-2857.

5/17 Napa Bike Fest: Old Copia, South Parking Lot. Road Ride, 30 mi.; MTB Ride, 20 mi.; KIDical Mass, 3 mi.; Historic Tour, 5 mi. The start site is located at

500 First St., Napa. Fees: Road Ride, \$40/\$50 day of event; MTB Ride, \$15/\$20 day of; KIDical Mass, free; historic tour, \$10. Reg. deadline: 5/1. Fee includes lunch, beverage and water bottles for road and MTB rides. For more info, go to www.napabikefest.org or contact Joel King, (707) 812-1770.

5/17 Strawberry Fields Forever XXVI: Pajaro Valley High School, Watsonville. 30 mi., 100K, 100 mi. routes thru Santa Cruz & Monterey Counties. Pre-reg.: \$65 by 3/15; \$75 by 5/1. Fee includes fully stocked rest stops, SAG, meal at ride's end, chocolate-dipped strawberries. For more info, email frankandvita@cruzio.com or go to www.strawberryfields.org

5/23 The Art of Survival Century: Tulelake. Located on the Oregon/California border! 109, 86, 40, two 20 mi. family friendly routes; or a 20 mi. mountain bike route through the Modoc Forest. All road routes are light on traffic and have mostly flat terrain. Rest stops combine excellent food and beverages with educational components, ranger/historian-led talks. RV and camping sites available at Tulelake-Butte Valley Fairgrounds. Reg. includes SAG, post-ride celebratory dinner, entertainment and prizes. Silent auction table. Great weekend getaway! Visit Crater Lake Nat'l Park, wildlife viewing and road or off-road riding. Visit www.survivalcentury.com or contact Bev at (541) 273-1666.

5/30 40th Sierra Century: Amador County Fairgrounds, Plymouth. Five routes for seasoned cyclists 35 mi. w/1,700 ft. of climbing; 65 mi. w/4,500 ft.; 69 mi. w/5,800 ft.; 102 mi. w/7,800 ft.; and 122 mi. w/9,600 ft. Challenging, beautiful terrain through the Amador and El Dorado wine country and historic Gold Rush towns, including Ione, Sutter Creek, Volcano, Daffodil Hill, Fiddletown, Mt. Aukum, Fair Play, Slug Gulch, Omo Ranch, and the Shenandoah Valley. The 69 mi. route is new this year and takes you to the base of Slug Gulch Rd. at mile 24. Post-ride meal w/expo and live entertainment. Early registration through 3/1. \$45 for 35 mi. route; \$55 for 65, 69, 102, 122 routes. 1,200 rider limit. For more info, go to sierracentury.org

5/31 Sequoia Century: Foothill College, Los Altos Hills. One of the most challenging and beautiful rides in the San Francisco Bay area. Riders will travel through Stevens Canyon, past redwood forests and through small towns to the Pacific Ocean. After a ride along the coast, riders again pass through rural areas and forests before descending a challenging route back to the start. Total distances range from 70 to 120 mi., while climbs range from 6,700 to 10,000 ft. For a shorter route riders can start in Pescadero and travel 55 mi. to

3F CENTURY
6TH ANNUAL

Flat • Fast • Fun



Century • Metric Century • 37 Miles



Enjoy the flattest century in California.

May 2, 2015

WWW.3FCENTURY.COM

40th SIERRA CENTURY
Saturday, May 30, 2015 *Slug Gulch*




Routes:

- 35 mi/ 1700 ft.
- 65 mi/4500 ft.
- 69 mi/5800 ft.
- 102 mi/7800 ft.
- 122 mi/ 9600 ft.

Beautiful and challenging terrain in Amador and El Dorado Counties
Amador County Fairgrounds
Plymouth, Ca
Limited to 1200 riders

information and registration
www.sierracentury.org

Half Moon Bay with a climb of 4000 ft. Fee includes SAG, after-ride meal. For more info visit www.westernwheelers.org/sequoia

5/31 Wildest Ride/Auburn Century: Auburn Recreation District Park. 40, 70, 110, 140 mi. routes on some very steep hills. Pre-reg.: \$55, \$75, \$85, \$95, before 5/15; \$70, \$90, \$100, \$110, after and day of the ride. For more info, go to www.wildestride.com

June

6/7 24th Annual America's Most Beautiful Bike Ride – Lake Tahoe: Hard Rock Hotel & Casino Resort, Stateline, South Shore Lake Tahoe. Fully Supported 72 mi. ride around Lake Tahoe or full 100 mi century. Boat Cruise 35 mi. bike tour; Fee includes goodie bag, event number, event long sleeve t-shirt, waterbottle, food & beverage at rest stops including lunch on course, tech support, first aid, SAG transport support, event photo, after-ride meal & pool party with live music. Traditionally sells out. Pre reg fees: \$125 for 72/100 mi. options; \$145 for boat cruise 35 mi. ride. For more info, call (800) 565-2704 or go to www.bikethewest.com.

6/7 Tour de Cure Silicon Valley: Hewlett-Packard, Palo Alto. 25 km., 50 km., 75 km., 100 km., 120 km. routes around the SF Peninsula. The longer routes take riders over Skyline Blvd.

thru Pescadero to San Gregorio and back to Palo Alto. \$25 reg. fee, or \$50 reg. fee day-of, + minimum \$250 fundraising. For more info, go to diabetes.org/siliconvalleytourdecure or call (408) 241-1922 ext. 7468

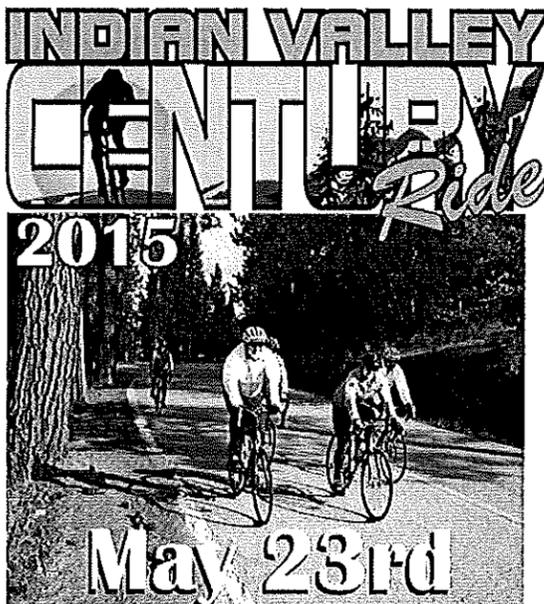
6/13 Hayfork Century: Trinity County Fairgrounds. 19 mi., flat route; 45 mi., w/3,300 ft., 70 mi. w/7,500 ft., 115 mi. w/10,800 ft., 126 mi., 10,800 ft. elevation gain. Enjoy the roads of Trinity County. Almost no vehicle traffic. Continental breakfast and Smokehouse BBQ. Rest Stops at intervals of 25 mi. or less. Radio communication at or near the rest stops (most of the courses have no cell phone service). Water stops are placed at strategic locations. SAG and Sweeper vehicles are provided. Well marked routes. For more info, go to www.hayforkcentury.com

6/14 6th Annual Bike the Bridges: Martinez Waterfront Park. Riders will have the choice of a 25 mile, 100K or Century rides and all are new routes! All courses take riders across the scenic Carquinez and Benicia Bridges. You can upgrade to the 50K Bonus Route and extend your ride to 30 miles (included in your 25 mile registration fee!). Full SAG support on all routes. Post ride BBQ (included) and Festival with bands and beer garden available from noon - 4 p.m. A benefit for Special Olympics No. California. To register or to get more info visit www.biketethebridges.com.

6/20 Mile High 100: Lake Almanor. 33, 56, 100 mi. routes. Pre-reg.: by 5/15. For more info, go to www.milehigh100.com

6/20 8th Annual Tour of the Carson Valley – Barbecue & Ice Cream Social: Mormon Station State Park, Genoa, NV. Fully Supported 11 mi. family/beginner fun ride; 20 mi. bike & hike option; 44 mi. tour w/optional Kingsbury Grade climb for a 60 mi. ride option. Ride along the eastern foothills of the Sierra on the historic routes of the pioneers. Fee includes goodie bag, event number, event t-shirt, waterbottle, food & beverage at rest stops, tech support, first aid, SAG transport support, after ride barbecue, ice cream and live music. Pre-reg. fees: \$65, 44 mi. & 60 mi.; \$55, 20 mi bike & hike; \$35, 11 mi. family/beginner fun ride. For more info, call (800) 565-2704 or go to www.bikethewest.com

6/27 Alta Alpina Challenge: Turtle Rock Park, Markleeville. Enjoy smooth, low traffic roads and spectacular scenery in the beautiful Eastern Sierra near Lake Tahoe. Most popular options include: Wild Sierra Metric (Luther-Blue Lakes), Wild Sierra Century (Kingsbury, Ebbetts, Monitor), 5 Pass Challenge (Carson-Ebbetts-Ebbetts-Monitor), 8 Pass Challenge (The World's

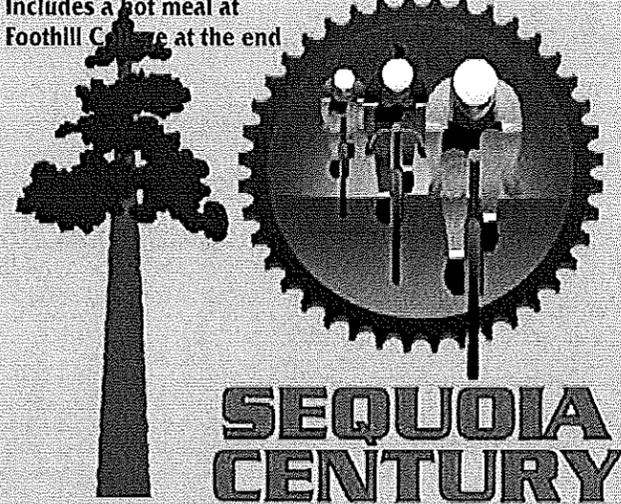


INDIAN VALLEY CENTURY Ride
2015
May 23rd

Ride through 3 Gold Rush towns in Plumas National Forest with true Alpine Vistas.

Greenville-Plumas Co., Hwy 89 only 2 hours:
W. of Reno / E. of Red Bluff / N of Chico

(530) 284-6633 – www.indianvalley.net



Includes a hot meal at Foothill College at the end

SEQUOIA CENTURY
MAY 31, 2015

2 starting locations!

Western Wheelers' Sequoia Century features 4 scenic and challenging routes. The 70M, 100M and 120M routes will start from **Foothill College** in Los Altos Hills and climb Redwood Gulch to Skyline Blvd. before descending to the coast. A new 55M route will start at **Pescadero High School** and follow much of the coastside routes, eliminating the climbs to Skyline. All riders welcome at Foothill College after for a hot meal. Jerseys and T-shirts available for purchase.

Registration: \$65 per person • After May 10: \$80
www.westernwheelers.org/sequoia

Toughest Double Century); and the Foothill Fun Ride, or Build Your Own Ride option. Friendly support, SAG, many well-stocked rest stops with Hammer products, fresh fruit, energy bars, water, and ice. Reg. includes rest stops, post-ride meal, and frameable customized rider bib with pictures from the course completed. For more info and online reg. go to www.altaalpina.org/challenge

6/27 Climb To Kaiser: Alta Sierra Middle School, Clovis. 3 distances. The riders should be able to complete a century with 8,000 to 10,000 ft. of climbing in 8 to 10 hours. 95 mi. Tollhouse Century has 7,500 ft. climbing. Millerton Classic has 71 mi. w/3,500 ft. of climbing. For more info, go to www.climbtokaiser.com

July

7/11 Death Ride: Turtle Rock Park, Markleeville, California. Five mountain passes to test your mettle: Monitor Pass: 8,314ft.; Ebbetts Pass 8,730 ft.; Carson Pass, 8,580 ft. 129 mi. and 15,000+ feet of lung busting climbing. You also have the option of riding one, two, three or four passes. The first four passes will be closed at specific times to vehicular traffic. For info, go to www.deathride.com.

7/11 Bike 4 Breath: Menlo Atherton High School, Atherton. Join Breathe California for our 24th annual charity bike ride. Choose a shorter family-friendly route (10 mi.), an intermediate route (30 mi.) for those seeking

a moderate distance, or a long course (62 mi.) for the experienced cyclist. Routes designed by Lorri Lee Lown, of Velo Girls and Savvy Bikes. Lunch will be provided to all riders! Reg.: \$10-65, depending on route (fees increase April 1). Virtual riders welcome. Breathe California encourages corporate and family teams. For more info, go to www.bike4breath.org.

7/18 Devil's Slide mountain bike ride: Pacifica, including Shamrock Ranch (exclusive access), McNee Ranch. MTB routes are in Pacifica & Montara and include exclusive access to privately-owned trail. Choose between two recreational ride options: a short 8 mi. loop w/1,310 ft. elevation gain for intermediate-level mountain bikers; and a long 14 mi. loop w/2,650 ft. elevation gain to the top of Montara Mountain's North Peak and back for stronger, advanced-level riders. Both options offer access to a private trail and world-class scenery and are designed to be enjoyed at a casual pace. Pre-reg.: \$45 thru 5/25; \$55 until 7/17; \$65 day of event. Fee includes lunch, T-shirt, snacks, refreshments, cue sheets/maps, SAG. This ride is a fundraiser for PARCA. For more info, go to www.devilsslideride.org or call Sirenetta Leoni, (650) 312-0730.

7/18 Devil's Slide Road Bike Ride: Pacifica Community Ctr. 103 mi. century, & 100 km. metric route, 36 mi. metric half century. 2 longest road rides go down SM coast/back through redwoods & watershed; 36-mi road ride is to Half Moon Bay and back. Pre-reg.: Century \$80, metric \$70 until 5/25; century \$90, metric \$80 until 7/17; century \$100, metric \$90 on day of event. Half

metric: \$45, \$55, \$65, respectively. Fee includes lunch, t-shirt, aid stations, snacks, refreshments, cue sheets/maps, SAG. For more info, go to www.devilsslideride.org or call Sirenetta Leoni (650) 312-0730

7/18 Fall River Century: McArthur. Choose from 200k, 100 mi., 100k and 25 mi. rides with 2,200 to 4,000 ft. of climbing, little to no traffic and excellent pavement. Reg fee includes pancake breakfast, post-ride meal, well stocked rest stops and SAG. Limited to 500 pre-reg and 100 day of riders. Lots of scenery with two state parks nearby and plenty of camping on the fairgrounds. See more at www.fallrivercentury.com

August

8/1 Marin Century 2015: & Mt. Tam Double Century. Vallecito Elementary School, San Rafael. 50 km., 100 km., 200 km., 100 mi. Mt. Tam Century; Marin Century, 100 mi.; 200 mi., double century. The courses travel the rural roads of West Marin and Southern Sonoma Counties. The terrain varies from gentle rolling hills along the coast to a few very challenging climbs. For more info, go to www.marincyclists.com

8/1 Ryde for Lyme: At the Marin Century & Mt. Tam Double Century. Vallecito Elementary School, San Rafael. Raise money

14th Annual Tour de Lincoln
Saturday, May 16th
McBean Park, Lincoln, CA

Great climbs!

Cont. Breakfast-SAG-Rest Stops-Post Ride BBQ-So Fun!

Don't miss this beautiful day of cycling Placer Valley!

10mi.\$20 20mi.\$35 40mi.\$45 100K\$45
 Friday 5/15 or ride day, add \$10

NEW!... Friday night Pre-Reg/Package pick-up Dinner-\$15
 Saturday!...Post Ride Party-BBQ, Live Music, Beer&Wine
 REGISTER!...active.com or download a Rider App

Download Rider App. - Tourdelincoln.org...email - info@tourdelincoln.org...Phone - 916-645-6254

A Benefit Bike Ride for the Lincoln Volunteer Center

for Lyme Disease prevention and get guaranteed entry into the Marin Century! 50 km., 100 km., 200 km., 100 mi. Mt. Tam Century; Marin Century, 100 mi.; 200 mi., double century. The courses travel the rural roads of West Marin and Southern Sonoma Counties. The terrain varies from gentle rolling hills along the coast to a few very challenging climbs. For more info, go www.rydeforlyme.org

8/16 39th Annual Tour of Napa Valley: Yountville Veterans Home. 35, 40, 65 & 100 mi. century rides. A beautiful ride on the roads of Napa Valley, passing up, over, down, and through the valley. The 100 mi. route goes over Mt. Veeder, across the valley, then along Lake Berryessa. It follows the new route from last year (a little more climbing with better pavement). The Tour of Napa is known for its down-home, casual, and home-brewed and home-baked atmosphere. Pre-reg only through www.bikerog.com will open 3/1. 65 & 100 mi: \$60/75/85. 40 mi: \$50/65/75. 35 mi: \$45/60/70. Fee includes all-you-can-eat lunch, w/great veggie options. Live music. Cookies galore. Limited to 2,000 riders. For more info, go to www.eaglecyclingclub.org

8/22 4th Annual Central Coast Classique: Heritage Square Park, Arroyo Grande. Full century (100 mi.), metric century (64 mi.), & half metric century (30 mi.) bike rides in San Luis Obispo County. The 30 mi. ride boasts coastal views of Pismo with an amazing rest stop and turnaround on the boardwalk in

Avila Beach. The metric century continues through the wine country and Lopez Lake. The century continues on to rolling hills through the Huasna Valley countryside. This ride benefits SLO local nonprofits. All riders receive swag, lunch, fully stocked rest stops, SAG support, and a post-ride BBQ, with music and expo. Every rider receives a wine tasting punch card to track their ride & receive free tastings for a week! Reg. Early Bird: \$60 / Regular: \$70 / Late: \$80. 10% discount for law enforcement, military, & groups of 4+. For more info call (805) 549-0442 or visit www.centralcoastclassique.com

September

9/13 The Challenge Fondo: Durham Community Park. Gran Fondo 100 mi., Medio Fondo 65 mi., Breve Fondo 50 mi., Piccolo 30 mi. A Fondo is a cross between a Century ride and a bike race. The 100 & 65 mi. routes offer riders mass-start, timed events; Breve 50 also follows the Gran Fondo route out to the Oroville Fish Hatchery rest stop, then returns via the climb up Table Mountain. Approximately 2,500 ft. of climbing. The leisurely Piccolo 30 rides through the orchards and farms south and west of Chico & is not a timed event. This event is limited to 500 riders; reg. opens 4/1. Fee includes an event technical t-shirt and schwag bag. For more info, go to <http://www.chicovelo.org/main/century-series/49-challengefondo> or call Chico Velo at (530) 343-8356

9/13 13th Annual Tour de Tahoe – Bike Big Blue: Hard Rock Hotel & Casino, Stateline South Shore, Lake Tahoe. Fully Supported 72 mi. ride around Lake Tahoe or The Boat Cruise 35 mi. bike tour. Fee includes goodie bag, event number, event t-shirt, waterbottle, food & beverage at rest stops including lunch on course, tech support, first aid, SAG transport support, event photo, after-ride meal & pool party with live music. Pre Reg. fees: \$125, for 72 mi. options; \$145 boat cruise + 35 mi. ride. For info, Curtis Fong, (800) 565-2704 or www.bikethewest.com

9/20 Surf City AIDS Ride: Santa Cruz County Courthouse. 100, 60, 30, and 12 mi. The routes offer the best of Santa Cruz from rolling hills to scenic ocean views. The 100 mi. option goes to San Juan Bautista via Moss Landing & the San Juan Grade. The 60 mi. route follows part of the 100 mi., then travels the rolling hills of northern Monterey County. The 30 mi. route follows the coastline from the Boardwalk to Seacliff beach. The 12 mi. goes to Capitola and back. All participants must fundraise to participate! Early bird registration: \$75, 100 or 60 mi. \$50 for 30 mi., \$20, 12 mi. (Reg fee not included in fundraising totals) Fee includes Light breakfast/coffee, SAG, fun rest stops every 10-15 miles, yummy catered hot lunch, and camaraderie for a good cause! www.surfcityAIDSride.org

9/26 Canary Challenge: Hewlett-Packard, Palo Alto. 100 mi. (6,400 elevation), 100 km.

ALTA ALPINA CHALLENGE
June 27²⁰¹⁵
 RIDING THE WILD SIERRA

Choose your favorite pass(es) or pick one of these popular routes:

WILD SIERRA METRIC
 LUTHER, BLUE LAKES
 64 miles ~ 5,000 feet of climbing

WILD SIERRA CENTURY
 KINGSBURY, EBBETTS, MONITOR
 110 miles ~ 11,000 feet of climbing

5 PASS CHALLENGE
 CARSON, EBBETTS, EBBETTS, MONITOR, MONITOR
 134 miles ~ 16,000 feet of climbing

8 PASS CHALLENGE
 THE WORLD'S TOUGHEST DOUBLE CENTURY
 198 miles ~ 20,300 feet of climbing

HAMMER NUTRITION
 AN ALPINE Cycling Club

www.AltaAlpina.org/challenge
 877.845.2453

Saturday, July 11, 2015 • Atherton • www.bike4breath.org

BIKE 4 BREATH
 Benefiting **BREATHE CALIFORNIA**

Ride 10, 30 or 64 Mile Routes
 Participate as a Virtual Rider
 Volunteer on the Course or at Start/Finish
 Support Lung Health and Clean Air

- Breakfast & Lunch
- Rest & Water Stops
- SAG Support
- Course Monitors
- Bike Mechanics
- Post-Ride Massage
- Great Incentives
- Kids' Zone

HAYFORK CENTURY
 "Ride the Wilderness"

hayforkcentury.com

Our 115 mile "Century Ride" and 126 mile "Double Metric Century Ride" will challenge you with 10,800 feet and 12,330 feet of climbing, respectively, and almost no vehicle traffic.

JUNE 13 2015

(5,100 elevation), 50 mi. (3,000 elevation), 50 km. (1,000 elevation) and new 5 km. Canary Cruiser on the San Francisco Peninsula. Reg. + \$400 fundraising, min. 100% of donations benefit Canary Center at Stanford. Canary Foundation, dedicated solely to cancer early detection, created the event. For more info, contact Jesse Murillo, (650) 646-3199, or go to <http://canarychallenge.com/>

9/26 Napa Valley Ride to Defeat ALS and Walk: Yountville Veterans Home. 12, 27, 62, 100 mi. routes around the beautiful Napa Valley. Reg. fees: before 6/1: \$65; 6/2 - 8/1: \$75; until 9/22: \$85; Day Of: \$100. Reg. for children 12 and under: \$35. All registrants are encouraged to fundraise \$200. Fee includes breakfast and mechanical support at the start, snacks, hydration, medical support, bike mechanics, and restrooms at the rest stops, SAG wagons, lunch, and entertainment. For more info contact The ALS Association Golden West Chapter, (510) 251-2572, www.NapaValleyRidetoDefeatALS.org

October

10/3 Konocti Challenge: Lakeport Yacht Club. 20, 40, 65, 100 mi. options. The 65 & 100 mi. routes follow the north and east rim of Clear Lake and wind into the foothills of the south and west, offering breathtaking views of the lake and vineyards. The 40 mi. follows the shore of Clear Lake into the beautiful vineyard region of Finley. The 20 mi. is an adventure for the entire family! Rest stop competition, SAG and end of ride BBQ on the lake shore. Reg. from \$20-\$70. Register by 4/30 & save \$10 on either the 65 or 100 mi. options - online reg only! SWAG sizes and quantities guaranteed for those registered by 8/31. A project of the Rotary club of Lakeport. For more info, go to www.konoctichallenge.com

10/10 Jamboree Rides featuring the Super Century: Foothill High School, Palo Cedro. Millville Plains 26 mi.; Ash Creek 41 mi.; 63 mi. Ponderosa Ride; 102 mi. Lassen Foothills Century; 126 mi. Give Me Wings Super Century. For more info, go to www.shastawheelment.org

10/10 Sacramento Century: Sacramento. 100 mi., 62 mi., 31 mi., 20 mi. Delta Wine Country rides. Reg. includes full support, lunch, an after-ride meal and Oktoberfest beer & wine to Halloween Festival and live music. For more info, contact the Rotary Club of Sacramento, www.sacramentoecentury.com

10/17 Foxy's Fall Century: Davis. 50 km. family ride; 100 km. metric century; 100 mi. century. The ideal fist century ride! It offers challenges, distances, and scenery for riders of all levels. Fee includes SAG support, a hearty lunch, maps, corner marshals to keep you on track, bike support, a post-ride pasta dinner and some other special fun things. Early reg. \$55 and after 9/16 reg. is \$65 (for the 100 km. and 100 mi. rides). The fee for the 50 km. family ride is \$25. For more info. go to www.davisbikeclub.org

November

11/15 Giro della Costa Centrale: San Luis Obispo & Santa Barbara Counties. Enjoy ride the beautiful Nipomo Mesa & surrounding foothills. Distances: PiccoloFondo: 25 mi.; FemmeFondo: (Separate women-only ride) 50 mi. MedioFondo: 61 mi.; GranFondo: 100 mi. For more info, www.GiroDCC.com

Mountain bike races

March

3/8 MTB Madness: Granite Beach, Folsom Lake SRA. The course has scenic singletrack trails and double track trails to ride on. Included for each athlete is a

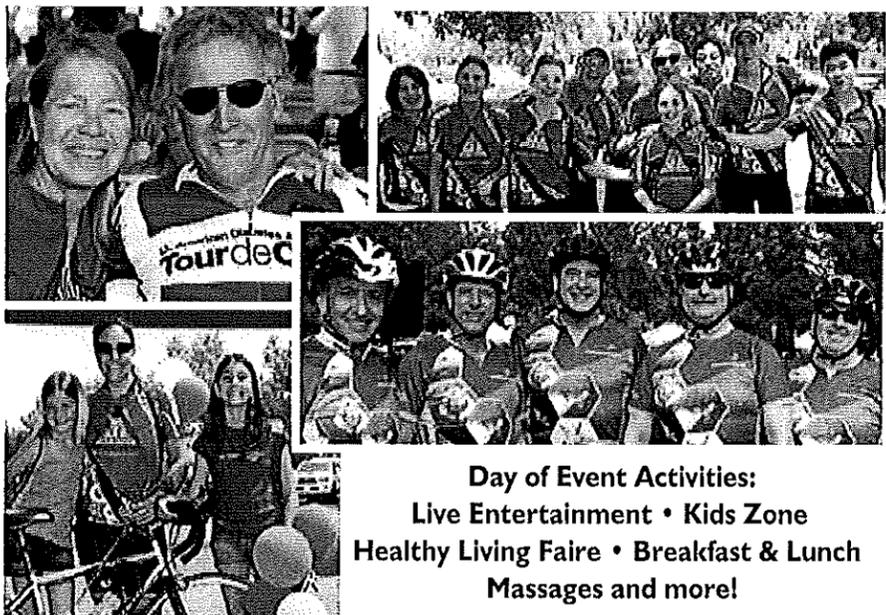
TBF custom beanie, an athlete goody bag, hot post race meal and free coffee, water, FLUID recovery drink and RedBull energy drink. The start site is located at 8000 Douglas Blvd., Granite Bay. Distances: Junior (14-under), High School Novice: 1 lap, 6 mi.; Novice and Clydesdale: 2 laps, 12 mi.; Sport/Single-Speed: 3 laps, 18 mi. Expert/SS Expert/Pro: 4 laps, 24 mi. Reg.: MTB Classic: \$40 until 12/1/14, \$45 until race day, \$50 on race day. 18 & Under MTB Classic: \$30 until 12/1, \$35 until race day, \$40 on race day. For more info go to: www.totalbodyfitness.com

3/29 MTB Celebration: Individual & Team racing. Granite Beach, Folsom Lake SRA. 1-lap Junior division, a Novice and Clydesdale division with 2-laps, a



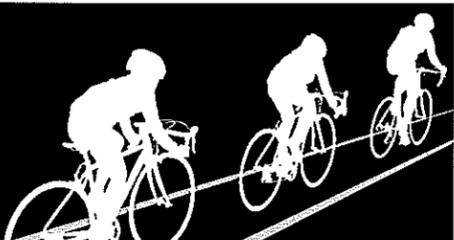
**Silicon Valley Tour de Cure
Sunday, June 7, 2015
Hewlett-Packard-Palo Alto**

Fully supported routes: 25K, 50K, 75K, 100K, 120K



**Day of Event Activities:
Live Entertainment • Kids Zone
Healthy Living Faire • Breakfast & Lunch
Massages and more!**

For more information,
contact Allyson Schloming at
aschloming@diabetes.org



Sport and Single Speed 3-lap division, and an Expert/SS Expert and Pro divisions all doing four laps. Each lap is 6 miles of challenging, scenic, fast single track trails, up and down the foothills surrounding Folsom Lake. The start site is located at 8000 Douglas Blvd., Granite Bay. For more info, go to www.totalbodyfitness.com

April

4/1 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-reg, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and T shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, Brian Joder, bicyclingevents.com or call (916) 759-2124.

4/8 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and T shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

4/12 22nd Annual Napa Valley Dirt Classic: Pacific Union College, Angwin, CA. Cross country 22 mile lap consisting of single track, double track, down hill, hill climb, fire roads. It's one of the last classic mountain bike races. Pre-reg \$40.00 before April 6, after April 6 \$45. There will be same day registration \$45.00. Huge post race prize giveaway. For more information contact Michael Hellie 707-965-6346, or visit website and register at www.puc.edu/nvdc

4/15 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and t-shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

4/16-19 Sea Otter Classic: Laguna Seca, Monterey. Festival including racing (road, mtb, cyclocross); activities for children; expo and intl food court. Each racer receives a book of coupons to exchange for discounted goods and services. Reg. fees vary per event, check

website. Race fees increase by \$20 on 3/30. Online race reg. closes at midnight 4/12. Visit www.seaotterclassic.com for details on individual events or call (800) 218-8411

4/22 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and t-shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

4/25 Lemurlan Shasta Classic: Whiskeytown Nat'l Recreation Area. Long route: 26.5 mi. w/4,780 ft. of elev. gain on singletrack, flume trails & decomposed granite. The last 5-7 mi. is very steep, technical singletrack. Intermediate route: 20 mi. w/3,700 ft. of elev. gain. Follows part of the long route, leaving out the 6 mi. Shasta Mine Trail loop. The last 5-7 mi. is very steep, technical singletrack. Short route: 4 mi. gentle ascent on dirt road & 4 mi. singletrack descent. The descent isn't for beginners. For more info, shastalemurian.com



3rd Annual
RYDE FOR LYME
August 1, 2015



Raising Hope for Families with Lyme Disease

Ryde for Lyme in the 2015 Marin Century in San Rafael. Help children and young adults with Lyme disease get the medical treatment they need.

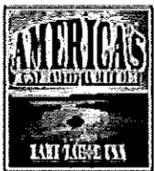
With 6 different ride options from 30 - 200 miles there is a ride for everyone and every ability level!

Special Perks for LymeLight Ryders!

Learn more and register at: www.RydeForLyme.org
Send questions to: info@LymeLightFoundation.org



nevada's best bicycling events



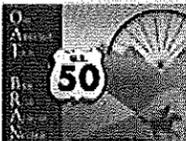
Sunday - June 7, 2015
Stateline, South Shore Lake Tahoe, NV - 24th Annual. A great Century Ride around Beautiful Lake Tahoe in conjunction with the Leukemia & Lymphoma Society's Team in Training program. 3000 participants.



Saturday - June 20, 2015
Genoa, NV - 8th Annual Tour of the beautiful Carson Valley. 11 mile Family Fun Ride, 20 Mile Bike & Hike, 44 Mile and challenging 60 Mile ride. Live Music, BBQ & Ice Cream Social.



Sunday - Sept 13, 2015
Lake Tahoe, NV - 13th Annual. Another opportunity to enjoy the end of summer and ride around Tahoe's 72 Mile Shoreline. 2000 participants.



Sept 27 - Oct 3, 2015
24th Annual "One Awesome Tour Bike Ride Across Nevada." Fully Supported multi-day tour across the Silver State on US Hwy 50 - America's Loneliest Road, from Lake Tahoe to the Great Basin National Park. Limited to 50 participants.

Form more info and to register go to
BikeTheWest.com

4/29 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and T shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

May

5/6 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and T shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

5/20 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and T shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

5/27 20th Annual Prairie City Race Series (Wednesdays): Prairie City OHV Park, Rancho Cordova. Moderate hills, singletrack and jeep roads. Cross Country series for Juniors, Beginners through Experts, kids too at the last four races. Family fun, great training! Distances vary weekly: 3 - 4 mi. laps. Beginner 2 laps, Sport 3 laps, Expert and ProExpert 4 laps. Reg.: \$30 on-line pre-registration, add \$10 for race day reg., only \$20 each race thereafter. Fee includes Schwag bag and T shirt for the first 600 registered racers. No license or parking fees! Check website for Kids race info. For more info, contact Brian Joder, bicyclingevents.com or call (916) 759-2124.

July

7/18 Tahoe Trail 100: Northstar at Tahoe. Solo 100K, Solo 50K, 2-person 100K relay, Tandem 100K. Straddling the borders of Nevada and California, the Sierra Nevada is a mountain biker's dream. The Tahoe Trail 100 offers athletes a 2-loop, 50 kilometer course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction. Fees: Solo 100K: \$85; Solo 50K: \$70; 2-person 100K Relay: \$135; Tandem 100K: \$170. Reg. Prices increase 3/1 & 6/1. Fee includes t-shirt, engraved bike

rotor plaques will be awarded 3 deep in each division. Age groups are male/female in 10-year increments (20-29, 30-39, etc.). All riders completing the race under the cut-off will receive a rustic finisher's medal. For more info, go to www.leadvillerraceseries.com

Road bike races

April

4/16-19 Sea Otter Classic: Laguna Seca, Monterey. Festival including racing (road, mtb, cyclocross); activities for children; expo and intl food court. Each racer receives a book of coupons to exchange for discounted goods and services. Reg. fees vary per event, check website. Race fees increase by \$20 on 3/30. Online race reg. closes at midnight 4/12. Visit www.seaotterclassic.com for details on individual events or call (800) 218-8411

Cyclocross event

April

4/16-19 Sea Otter Classic: Laguna Seca, Monterey. Festival including racing (road, mtb, cyclocross); activities for children; expo and intl food court. Each racer receives a book of coupons to exchange for discounted goods and services. Reg. fees vary per event, check website. Race fees increase by \$20 on 3/30. Online race reg. closes at midnight 4/12. Visit www.seaotterclassic.com for details on individual events or call (800) 218-8411

Southern California & Nevada

Regular events

These occur at the same time each week or month

Tuesday

San Diego Bicycle Touring Society, weekly ride. Routes vary from week to week. For more info, call (619) 448-2718.

Thursday

Thursday After-work Fast Ride, with the San Diego Sierra Club, Bicycle Section. An invigorating Thursday evening rides through the Fairbanks Ranch/Rancho Santa Fe area. Meet at 5:45 p.m. in the Warehouse Records parking lot at the corner of Del Mar Heights Rd & El Camino Real, 1/2 mi east of I-5. Be prepared for some hills and a fast pace. Route and leaders vary each week. For more info, contact Mark Ginsburg, San Diego Sierra Club, Bicycle Section, ginsburg@san.rr.com

Saturday

San Diego Wheelmen club rides, several routes of different distances for all levels of rider. Training rides, also. For more info, call (619) 453-5739

Sundance Ride, 7:30 a.m. Meet at Sundance Cycles, 5019 Kanan Road, Agoura Hills. Various routes of

50 to 60 miles (both hilly and less hilly) including Rock Store, Fernwood, and Latigo Canyon. Contact Ashton Johnson or Steve Dozier at (818) 991-9103 or sundance@iswest.com.

Sunday

Sunday Moanin Mash Newport Back Bay 2301 University Drive at the corner of University and Irvine Ave. Newport Beach. This is a medium-fast paced ride that covers 30-50 miles of some of the best that Newport Beach, Laguna, and Long Beach has to offer. Fixie and Roadie approved! For info contact Andre at slowpokedre@gmail.com or (248) 974-4460.

San Diego Wheelmen club rides, several routes of different distances for all levels of rider. Training rides, also. For more info, call (619) 453-5739

3rd & 4th Sundays, Mission Bay Sunday Ride with the San Diego Sierra Club, Bicycle Section. Meet 9 am in the parking lot immediately north of the Mission Bay Visitor Center. Route and leaders vary each week. Come for the social pace of this ride of about 25 mi. For more info, contact Mark Ginsburg, San Diego Sierra Club, Bicycle Section, ginsburg@san.rr.com

Rallys

May

5/22-25 Great Western Bicycle Rally: Paso Robles. Four days of bike riding from short family rides to a full century. Rides range from fully supported and self-guided rides. Racers will find a hill climb and time trial. Something for everyone. Wine, beer, and cheese tastings, the pasta feed and more are on tap. For more info visit www.greatwesternbicyclerally.com or call (917) 355-1317.

Centuries, fun & charity rides

March

3/7 St. Paddy's Palomar Punishment: 5 routes: 54 mi. 7,000 ft. Pain; 63 mi. 7,500 ft. Punishment; 77 mi. 8,000 ft. Punishment+; 9,000 ft. 95 mi. Supreme Punishment; 10 mi. family ride option. Conquer Mt. Palomar on your bike! End of ride party w/beer tent, Irish band, post-ride buffet, massage station, rider awards. This event is a fundraiser for the Escondido Humane Society. For more info, go to www.ccsd.com

3/14 Solvang Century, Metric & Half Century: Solvang. 100, 63 or 50 mile ride options. through the wine country of Santa Barbara County. The start/finish site is located at Hotel Corque, 400 Alisal Rd. Pre-reg. open until 2/26/15. BBQ lunch included in the entry fee. Go to www.BikeSCOR.com or call (562) 690-9693 for more information or a ride flyer.

3/21-22 The Life Ride: Santa Ynez. Tackle the legendary Mount Figueroa, cruise through the vineyards and sweep down to the Pacific Ocean on a quiet country road as part of the ThinkClimb! Challenge. On day two you'll explore the beautiful towns and canyons of the Santa Ynez Valley and discover many of its delights and gastronomic treats as part of the ThinkTaste! Rides. ThinkCure! is an innovative, community-based nonprofit that raises funds to accelerate collaborative research to cure cancer. For more info, go to www.thinkcure.org

3/28 Reaching for the Cure Ride: Irvine Valley College. 15, 35, 50 mi. routes. Sign up for the ride on Sat. and the walk/run on Sun. For more info, go to www.renegaderaceseries.com

May

5/17 Tour de Pier: Manhattan Beach Pier. An outdoor stationary bike event! Participants will be overlooking the Manhattan Beach Pier and riding in place while taking in an iconic Southern California ocean view. The South Bay's best instructors and celebrity guests will spin riders through a four-hour session with energizing music and loads of excitement. Reg. per rider is \$125. Each bike team must raise a minimum of \$500. Reg. fees will count towards the \$500. Online reg. closes 5/3 at midnight or as space permits. For more info, visit www.tourdepier.com.

Road bike race

May

5/2 SoCal RAAM Challenge: Mance Buchanan Park, Oceanside, 200 and 400 mi. courses. The 200 mi. route goes to Fallbrook, across the Coast Range thru the back country east of Camp Pendleton, down to Temecula then back into the Coast Range to Valley Center. From there they head up and over Palomar and down to Lake Henshaw & east to the Anza-Borrego Desert and back with a climb up Banner Grade to Santa Ysabel. 400 mi. racers head to Valley Center and over Mt. Palomar to Lake Henshaw & follow the RAAM route across the Coast Range and down to Borrego Springs. From here they head out to Salton City, around the north side of the Salton Sea down to Brawley and out through the Algodones Dunes to Glamis, where they turn around and head back through Brawley, up Banner Grade and down into Santa Ysabel. For more info go to raamchallenge.com

Events outside California

Rallies

July

7/2-6 Northwest Tandem Rally: Bellingham, Washington. 1st day 22 mi., 2nd day options from 25 mi. to 80 mi.. 3rd day options from 20 mi. to 100 mi.. 4th day 20-30 mi. 1st day and 4th day are self-supported

(the Mount Baker Bicycle Club will mark roads and provides maps). 2nd and 3rd days are fully supported including mass start and escort through town via Bellingham Fire Department; 4 food stops on the course, and lunch provided at the end. Fees: \$75 per person, \$15 per child (age 17 and under), thru 5/31. After, \$95 per person, \$15 per child. Fee includes 4 days route maps and marked roads. 4 food stops per day on 2 of the ride days. Lunch on the 2 ride days. Breakfast on mass-start ride day. Enamel souvenir pins. Laminated personalized license plate for each bike. Reg. goodie-bag with gifts from sponsors. Vendor Expo admission. Raffle tickets/prizes. Mobile app for on-road assistance. For more info, nwtr.org/2015

Road bike races

March

3/28 RAAM Challenge Series: Johnson Park, Marble Falls, Texas. five state series offering two challenging distances. Options of 200 or 400 mi., solo and 2- or 4-person teams, this series is next benchmark for any fit cyclist or triathlete. The series also provides athletes with the perfect training ground for endurance cycling and a great way for crews to hone their skills. 200 mi. racers head west through Comfort to Kerrville, where they turn north and pass west of Fredericksburg and east to Willow City. 400 mi. racers continue south to Boerne. At Boerne the racers head west through Bandera, Medina, Vanderpool and Leakey to Camp Wood. For more info go to raamchallenge.com

Rides, from page 16

The 200 mile racers head west through Comfort to Kerrville, where they turn north and pass west of Fredericksburg and east to Willow City. The 400 mile racers continue south to Boerne. At Boerne they head west through Bandera, Medina, Vanderpool and Leakey to Camp Wood. Early spring is a really great time to visit the area and race!

Wilder, from page 13

Cyclists must get off and walk past the main home/barn area, but that's no problem. There's plenty to look at, from an active hen house to a large garden overflowing with tomatoes and squash. Horses and cattle graze in the nearby pastures, and farm cats chase mice in the barns.

For easy bike access to the park from Santa Cruz, take the paved trail that starts at the intersection of Mission and Shaffer Rds. It parallels Highway 1 for about a half-mile, leading to the park's southern boundary. The trail passes stables, riding rings, fields of Brussels sprouts, and a towering grove of graceful eucalyptus.

"Growing alongside the path," adds pro cyclist Jamie Busch, "wild blackberries offer a delicious pre- and post-ride treat." For folks who drive to Wilder, there's plenty of parking for \$10 a day. Leave Fido at home, for no dogs are allowed.

The park is open daily from 8 a.m. to sunset.

Check the website www.parks.ca.gov to see when living history activities are scheduled, and call (831) 426-0505 to inquire about interpretive tours. Trail maps are available online.

Getting there: From San Jose, take Highway 17 South, and then head north on Highway 1. The park entrance is about two miles north of the Western Dr. stoplight. Weekend traffic during the summer can be brutal, but this unique coastal haven is well worth the trip.

Happy ridin'!

Martha E. Kendall has written many books, including "Full Cycle, A Family's Ride Across Spain."

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Multi-day Vacations

March

3/21-22 The Life Ride: Santa Ynez. Tackle the legendary Mount Figueroa, cruise through the vineyards and sweep down to the Pacific Ocean on a quiet country road as part of the ThinkClimb! Challenge. On day two you'll explore the beautiful towns and canyons of the Santa Ynez Valley and discover many of its delights and gastronomic treats as part of the Think-

Tastel Rides. ThinkCure! is an innovative, community-based nonprofit that raises funds to accelerate collaborative research to cure cancer. For more info, go to www.theliferide.info

3/21-27 Death Valley Loop: Death Valley National Park, with Adventure Cycling Association! Explore the maze of wildly eroded and colorful badlands that are Death Valley. Retrace the route of the '49ers and pioneers who arrived via ox-drawn wagons on the Old Spanish Trail. 318 mi., 5 riding days, 2 rest days, 63.6 mpd ave. Reg.: \$1,999. Fee includes all meals, most accommodations, van and leaders, maps and cue-sheets, swag, and a safety triangle. Use of group cooking equipment, tool kit, and first-aid supplies. For more info, contact Arlen Hall, Adventure Cycling Association, www.adventurecycling.org/guided-tours/ or (800) 755-2453

April

4/13-19 Tour Charleston, Savannah and Beaufort: with Charleston Bicycle Tours. See the best of the South! Ride past plantations, beautiful historic homes, quaint villages, winery, uninhabited beaches, tour America's only tea plantation and more. Ave. 30 mi. per day. 7days/6 nights \$2,790. Fee includes: luxury accommodations, all meals except two, licensed guides, bikes, full van support, all taxes and gratuities. For more information go to www.Charlestonbicycletours.com or call (800) 408-1830.

4/16-27 Spring Classics Tour: Belgium: 40 mi. to 150 mi. per day (lots of options for all types of rider). Ride like the Pro! For your fee you get Entry into Fleche Wallonne Sportive & Liege Bastogne Liege Challenge, including Rapha T-shirt, medal, certificate and post-ride massage, optional coaching during the tour; Substantial breakfasts every day Fees: Full tour: \$3,795 (\$600 single supplement). 8-day tour: \$2,793 (\$370 single supplement). For more info contact CCSD Tours at www.ccsd.com/tours/belgium-spring-classics-cycling-tour/

4/22-26 Tour Charleston, Savannah and Beaufort: with Charleston Bicycle Tours! Stay in and tour the three most historic cities in the south. Ave. 30 mi. per day. 4 days/4 nights \$1890. Fee includes: luxury accommodations, all meals except two, licensed guides/ owners, bikes, full van support, all taxes and gratuities. For more information go to www.Charlestonbicycletours.com or call Alex Graham (800) 408-1830.

4/26-5/1 Outer Banks of North Carolina: A 200 mi. stretch of barrier islands just off the coast of North Carolina, the Outer Banks is a

different kind of place. Beautifully natural, formed by centuries of wind, water and sand blown from the Atlantic Ocean, and home to a rich history, it's a place that inspires a true sense of adventure. Savor the charm of southern hospitality in these seaside villages. As we progress south on the Outer banks rich salt marshes give way to pristine beaches. Reg.: \$2,600 includes SAG with healthy snacks and tools, maps, experienced guides, hotels, breakfast and dinner, water bottles, tools with rented bikes. For more info Timberline Adventures www.timbertours.com or (303) 664-8388.

May

5/3-5 Moab Base Camp: Moab, UT. Experience fabulous road biking when roads generally have little traffic and the terrain varies from mild to wild, with flats, rolling hills and steep sections to get your heart pumping. Base Camp offers regions with plentiful riding, great scenery, excellent lodging and accoutrements. Fee includes bike jersey, SAG with healthy snacks and tools, maps, experienced guides, hotels, breakfast and dinner. For more info, Timberline Adventures at www.timbertours.com or (303) 664-8388.

5/5-14 Italy Cycling and Italian Culture Tour: Tuscany. 30 mi. to 60 mi. per day (lots of options for all types of rider). Accommodation in 2 beautiful hotels in prime locations in Fiesole (Florence) and Siena. Daily substantial continental breakfasts; 5 group dinners with wine; Vineyard picnic lunch in Greve; Olive oil, vineyard tour and picnic lunch at Sagrona; itinerary for noncycling partners includes guided tours of the cities. Participation in an Italian cooking class in Florence. The itineraries make sure that cyclists and noncyclists can enjoy a trip together and meet up at key points during the day. Fees: \$4,200 (+ single supplement if applicable). For more info contact CCSD Tours at www.ccsd.com/tours/italy/

5/6-10 Tour Charleston, Savannah and Beaufort: with Charleston Bicycle Tours! Stay in and tour the three most historic cities in the South. Ave. 30 miles per day. 4 days/4 nights \$1890. Fee includes: luxury accommodations, all meals except two, licensed guides/ owners, bikes, full van support, all taxes and gratuities. For more info go to www.Charlestonbicycletours.com or call Alex Graham (800) 408-1830.

5/10-16 Bryce and Zion Cycling and Hiking Tour: The trip focuses on Bryce Canyon, Zion National Parks, and Cedar Breaks Nat'l Monument. Experience deep canyons, the startling hoodoos of Bryce National Park and the rock temples of Zion National Park, the breathtaking array of color. Reg.: \$2,650, includes SAG with healthy snacks and tools, maps, experienced guides, hotels, breakfast and dinner. Water bottles, tools with rented bikes.

For more info, Timberline Adventures at www.timbertours.com or (303) 664-8388.

5/11-16 Kentucky Bluegrass Tour: North-central Kentucky. Ride 326 mi. through Kentucky's rich and diverse historical and cultural heritage. Kentucky also is a land of profound natural beauty--a land of mountains, lakes, forests, rivers and magnificent, lush rolling countryside. The beautiful rolling pastoral countryside, the grand, historic horse farms, and the region's excellent cycling roads are the ingredients for an exciting and rewarding cycling adventure. Reg.: \$2,145 includes SAG with healthy snacks and tools, maps, experienced guides, hotels, breakfast and dinner. Water bottles, tools with rented bikes. For more info contact Timberline Adventures, www.timbertours.com or (303) 664-8388.

5/17-21 Climate Ride: Eureka to S.F. Experience a life-changing, fully-supported ride. Choose from 100+ organizations to raise money for. For more info, go to climateride.org

5/25-30 Tour Asheville and the Blue Ridge Mountains: with Charleston Bicycle Tours! Stay at and tour the Biltmore Estate, visit lively Asheville (Portland of the East), ride through quaint Brevard and Hendersonville and their beautiful pastoral surroundings considered by some the best cycling in America. Ave. 35 miles per day. 5 days/5 nights \$2,895. Fee includes: luxury accommodations, all meals except two, knowledgeable guides / owners, bikes, full van support, all taxes and gratuities. For more info go to www.Charlestonbicycletours.com or call Alex Graham (800) 408-1830.

June

6/8-13 Tour Asheville and the Blue Ridge Mountains: with Charleston Bicycle Tours! Stay at and tour the Biltmore Estate, visit Asheville, ride through quaint Brevard and Hendersonville and their beautiful pastoral surroundings considered by some the best cycling in America. 35 mi. per day ave. 5 days/5 nights \$2,895. Fee includes: luxury accommodations, all meals except two, knowledgeable guides / owners, bikes, full van support, all taxes and gratuities. For more information go to www.Charlestonbicycletours.com or call Alex Graham (800) 408-1830.

6/8-8/5 The Odyssey: with Timberline Tours! Ever feel compelled to ride your bike across North America? This is it: 3 segments: Pacific to the Great Plains (Neah Bay, WA, to Brainerd, MN) 6/8-7/5; Segment 2: Great Plains to Great Lakes (Brainerd, MN, to Stratford, ON, Canada) 7/6-20; Segment 3: Great White North to the Atlantic (Stratford, ON, to Bar Harbor, ME) 7/21-8/5. Reg.: Segment 1: \$7,868; Segment 2: \$4,215; Segment 3: \$4,215 or \$16,000 for the whole trip! Fee includes

SAG with healthy snacks and tools, Maps, experienced guides, hotels, breakfast and dinner. Water bottles, tools with rented bikes. For more info, go to www.timbertours.com

6/20-24 Cycle the Sierra: Grass Valley. An annual cycling event through the Sierra Nevada Mountains. 60 mi. daily. This fully supported, 300 mi. loop winds through breathtaking country, beneath granite peaks, through evergreen forests and to alpine hot springs. Ride through iconic locations like Lake Tahoe, the area where gold was discovered starting the California Gold Rush, over the 4th highest bridge in the US, and through numerous unique and historical communities along the way. At night, we'll camp together under the stars. Camps feature delicious catered food, live music, a beer and wine garden, massage, bike mechanics and other cyclists letting loose on vacation from all over the United States. Space is limited. For more info, go to www.cyclethesierra.com

6/20-27 Sierra to the Sea: Ride from the Sierra Nevada Mountains thru the Sacramento and Napa Valleys, down the Pacific Coast, across the Golden Gate Bridge and concludes at Golden Gate Park. The basic tour route is approximately 420 mi. long and averages 60 mi. per day for each of seven cycling days. Less strenuous route options available, as well as options for riders who wish greater challenges. This tour costs \$795 plus other optional fees and includes all camping fees, six dinners, six breakfasts and lunch in Golden Gate Park. Organized by the Almaden Cycle Touring Club of San Jose. For more info, go to www.sierratothesea.org/ or contact Tina Shaner at tshaner1@pacbell.net.

6/24-28 Tour Charleston, Savannah and Beaufort: with Charleston Bicycle Tours! Stay in and tour the three most historic cities in the south. Ave. 30 miles per day. 4 days/4 nights \$1890. Fee includes: luxury accommodations, all meals except two, licensed guides/owners, bikes, full van support, all taxes and gratuities. For more info go to www.Charlestonbicycletours.com or call Alex Graham (800) 408-1830

July

7/1-12 Golden Ring of Russia bicycle tour: Explore Russia on your bicycle! Fully-supported 12 day bike ride through the most interesting historic region of Russia including a day in Moscow. 400 mi. Fee: \$1,500 includes all meals, sag wagon, hotel lodging, guides-interpreters, excursions, club T-shirt etc. Small international friendly group. For more info Russian Cycle Touring Club at www.rctc.ru

7/2-6 Northwest Tandem Rally: Bellingham, Washington. 1st day 22 mi., 2nd day options from 25 mi. to 80 mi., 3rd day options from 20 mi. to 100 mi., 4th day 20-30 mi. 1st day and 4th day are self-supported (the Mount Baker Bicycle Club will mark roads and provides maps). 2nd and 3rd days are fully supported including mass start and escort through town via Bellingham Fire Department; 4 food stops on the course, and lunch provided at the end. Fees: \$75 per person, \$15 per child (age 17 and under), thru 5/31. After, \$95 per person, \$15 per child. Fee includes

4 days route maps and marked roads. 4 food stops per day on 2 of the ride days. Lunch on the 2 ride days. Breakfast on mass-start ride day. Enamel souvenir pins. Laminated personalized license plate for each bike. Reg. goodie-bag with gifts from sponsors. Vendor Expo admission. Raffle tickets/prizes. Mobile app for on-road assistance. For more info, nwtr.org/2015

7/12-19 Ride Banff, Jasper & The Icefields Parkways: with Timberline Tours! Ride 345 mi. thru the Icefields Parkway and Golden Triangle. Experience Johnston and Marble Canyons, Banff, Kootenay, Yoho and Jasper National Parks, Radium Hot Springs, the Columbia River Valley, Kicking Horse Pass, Lake Louise, the Columbia Icefields, Athabasca Falls, Jasper. Reg.: \$3,000 fee includes SAG with healthy snacks and tools, Maps, experienced guides, hotels, breakfast and dinner. Water bottles, tools with rented bikes. For more info contact Timberline Adventures at www.timbertours.com or (303) 664-8388.

7/28-8/6 Classic Canada: Lake Louise: Experience the Purcells and Selkirks, the serene beauty of the great Columbia/Kootenay River system and the valleys through which these waters flow. Classic Canada is adventure cycling at its best. You'll experience the beauty of Lake Louise, challenge the Great Divide twice as well as the many summits in the Purcells and Selkirks, trace the course of the Columbia, ride the shores of Kootenay and Arrow Lakes, explore no less than 5 of Canada's Rocky Mountain parks, and luxuriate in the natural hot springs at Radium, Ainsworth and Nakusp. Reg.: \$3,780 fee includes SAG with healthy snacks and tools, maps, experienced guides, hotels, breakfast and dinner. Water bottles, tools with rented bikes. For more info, Timberline Adventures www.timbertours.com or (303) 664-8388.

August

8/23-31 Oregon Coast to Cascades: Experience the pounding surf and expanses of beautiful, sandy beaches, the timberlands of the Siuslaw, Willamette, Desclutes and Mt. Hood National Forests, the Willamette Valley; the anticipation that builds as riders trace the McKenzie River in preparation for the assault upon McKenzie Pass and the towering Cascades. Reg.: \$3,410 includes SAG with healthy snacks and tools, maps, experienced guides, hotels, breakfast and dinner, water bottles, tools with rented bikes. For more info, Timberline Adventures www.timbertours.com or (303) 664-8388.

September

9/12-19 People's Coast Arthritis Bike Classic: Presented by Amgen: Astoria to Brookings, OR. Fully supported six day cycling tour down the majestic Oregon Coast with two and four day options. The ride includes beautiful scenery, SAG, gear transport, gourmet food, and transportation options. All registered

cyclists receive training, fundraising, and logistics support. Use coupon code CycleCA for discount. For more info visit www.ThePeoplesCoastClassic.org, call (415) 356-5483, or email jkoziacki@arthritis.org

9/19-20 Unknown Coast Weekend: Humboldt County Fairgrounds, Ferndale. Join Chico Velo for a fun-filled weekend touring the quiet coastal towns of Ferndale, Honeydew and Petrolia. Ride thru the lush, green Eel River Valley along - meandering roads that weave their way through groves of majestic redwoods trees. Reg.; w/bed in cabin guaranteed - \$100; w/camping, \$75, by 9/16. Day of reg. avail. on space-available basis, add \$25 to reg. For more info, go to www.chicovelo.org/unknown-coast-september.html

9/26-27 Bike MS Waves to Wine Ride: San Francisco to Rohnert Park. The ride can be customized based on your fitness level and interest. We offer route options of 18, 50, 82, and 100 on Saturday and 40 or 75 miles on Sunday. Bike MS: Waves to Wine Ride is a two-day fully supported ride that includes six meals, generous amenities, stocked rest stops every 12-15 miles, SAG vehicles, camping, spirited festivities, and a wine & beer garden. As one of the most monumental achievements any rider can experience in a lifetime, Bike MS is both a weekend-long and lifelong stance against MS. Use coupon code CYCLECA for a \$10 discount. \$350 minimum fundraising. For more info, go to www.wavestowine.org

9/27-10/3 24th Annual OATBRAN – One Awesome Tour Bike Ride Across Nevada: 420 mi. 5 Days of Riding Across Nevada on US Highway 50, America's Loneliest Road. Limited to 50 participants, fully supported multi-day motel style bike tour follows the legendary Pony Express Route on US Hwy 50 across the State of Nevada, from Lake Tahoe to Great Basin National Park. 17,000+ vertical ft. of climbing with overnight accommodations in Stateline Lake Tahoe, Fallon, Austin, Eureka & Ely, Nevada. Offering rich western history and wide-open spaces. Pre reg. fees: \$1,500 (\$400 nonrefundable deposit to reserve space). For more info, contact Curtis Fong, (775) 771-3246 or go to www.bikethestwest.com

October

10/10-11 Bike MS Coastal Challenge: Santa Monica to Santa Barbara. New route! 65 and 100 mi. riders begin in picturesque Santa Monica and head north, experiencing sweeping ocean views and some challenging, but rewarding hill climbing. Our 30 mile riders will start and end their day at San Buenaventura State Beach in Ventura, where they will join the 65 and 100 milers for an evening of food, massages, music and fun! Riders head out on Day 2 up the beautiful central coast with 35 or 50 mile routes. Celebrate your accomplishments as friends, family and volunteers cheer you across the finish line in Santa Barbara. Fundraising directly benefits the National Multiple Sclerosis Society (\$350 fundraising minimum per rider). Use code CYCLECA for \$10 off registration. Visit www.bikeMSsocial.org for more information, or call (310) 479-4456.

10/31-11/4 California Dream Ride: Santa Barbara to San Diego. Fully supported ride from Santa Barbara to San Diego over five days. 250 mi., 50 mi. ave. daily mi. Pre-reg.: \$100, applies to \$2,150. Fee includes lodging, most meals, jersey, SAG support. This event is a fundraiser for the California Bicycle Coalition. For more info, go to <https://calbike.org/surfnturf/>

Tri, Du, Adventure

Northern California
& Nevada

March

3/7 Kids 5-Mi. Duathlon: Run-Bike-Run Fun for 5-14 year olds. Granite Beach, Folsom Lake SRA. 1 mi. run course will run on granite paths for a short loop before returning to the Transition Area where the bikes are set up. The 3.5 loop bike ride is located within the park on roads closed to traffic. It will exit the parking lot area at Granite Beach, then complete a 3.5 mi. loop within the park. 1 mi. run on granite paths, singletrack trails, with an aid station at the start of the run and the half way point. Reg.: \$35 until race day, \$40 on race day. For more info, go to www.totalbodyfitness.com/race/events/kids/the-kids-5-mi.-duathlon-run-bike-run-fun-for-5-14-year-olds

3/7 Stanford Draft Legal Tri: Pacific Shores Center, Redwood City. 500 Mtr swim; 12.4 mi. bike ride; 3.1 mi. run. For more info, go to https://sites.stanford.edu/triathlon/treathlon/dl_info

3/21 Du Golden Bears: San Pablo Dam reservoir, Orinda. Sprint distance: 2.35 mi. run, 18.7 mi. bike, 2.2 mi. run. Intermediate distance: 5 mi. run, 18.7 mi. bike, 2.2 mi. run. Reg.: \$70, Sprint, \$80, intermediate. For more info, go to www.wolfpackevents.com

3/21 Pacheco Spring Tri: Pacheco High School, Los Banos. Sprint: Run 3 mi., Bike 10 mi., Swim 400 yds. Olympic: Run 6 mi., Bike 20 mi., Swim 800 yds. A fundraiser for the Pacheco Water Polo and Track & Field teams. For more info, go to <http://pachecospringtriathlon.weebly.com/>

3/28 MTB Sprint Triathlon: Granite Beach, Folsom Lake SRA. 200 yd. lake swim; 6 mi. bike ride; 2 mi. trail run. Wetsuits are recommended on the swim. The bike ride includes singletrack trails around the lake w/ downhill, climbing, sand, & packed decomposed granite. The run is on the singletrack trails along the shore. There is a hill. Reg.: \$70 until race day, \$75 on race day; 18 & Under: \$60 until race day, \$65 on race day. Relay Teams: \$100 early/\$120 race day. Fee includes custom tech t race shirt, athlete goody bag, post race hot meal, raffle prizes and awards five-deep in each age group. For more info, go to totalbodyfitness.com/race/events/Triathlon/the-mountain-bike-sprint-triathlon

3/28 XTERRA Real MTB triathlon: Granite Beach, Folsom Lake SRA. .5 mi. lake swim; 16 mi. bike ride on trails; 4 mi. trail run. Wetsuits are permitted for all athletes. The bike ride includes singletrack trails around the lake w/downhill, climbing, sand, & packed decomposed granite. The run is on the singletrack trails along the shore. Reg.: \$100 until race day, \$110 on race day; 18 & Under: \$90 until race day, \$100 on race day; Relay Teams: \$130, early reg., \$155 race day. Fee includes custom technical t race shirt, athlete goody bag, post race hot meal, raffle prizes and awards 5-deep in each age group. www.totalbodyfitness.com/race/events/Triathlon/the-real-xterra-mtb-triathlon

April

4/18 ICE Breaker Triathlon and the Ice Breaker Dash Triathlon and Duathlon: Granite Beach, Folsom Lake SRA. .5 mi. swim; 13 mi. bike ride; 4 mi. run. Wetsuits recommended on the swim. Super Sprint Triathlon: Swim 400 yds; Bike 6.5 mi. bike ride; 2 mi. run. Super Sprint Duathlon: 2 mi. run; 6.5 mi. bike ride; 2 mi. run. Reg. includes a tech-tee race shirt, shoulder bag, swim cap, athlete goody bag with product samples; & post race meal of hot pasta with salad, fruit, cookies and beverage. For more info, go to www.totalbodyfitness.com

4/19 Kids 5-Mi. Duathlon #2: Granite Beach, Folsom Lake SRA. 1 mi. run; 3 mi. bike ride; 1 mi. run. Pre-reg.: \$35 until race day; \$40 on race day. Fee includes custom Kids 5-Mi. Duathlon race shirt and athlete goody bag with CLIF Bar, Emerald Nuts, and other product samples & post-race meal of hot soup or chili with fruit, cookies and beverage. For more info, go to www.totalbodyfitness.com

4/19 Half Moon Bay Tri: Pillar Point Harbor. The Half Moon Bay Triathlons offers a safe harbor swim environment, beautiful bike course along the coast, one transition, and a run course along the beach on the coastal trail. Super Sprint: swim 1/3 mi., bike 9 mi., run 2.5 mi. Olympic: Swim 1500 mtrs, bike 24.9 mi., run 6.2 mi. For more info, go to www.usaproductions.org/

May

5/10 Happy Kids 5 Mile Duathlon #3: Granite Beach, Folsom Lake SRA. 1 mi. run on granite paths; 3 mi. bike loop; 1 mi. run on granite paths, single-track trails. Reg. \$35-\$40. Fee includes race shirt, goody bag, post-race meal. For more info, go to www.totalbodyfitness.com

5/10 Mother's Day All Women Tri: Granite Beach, Folsom Lake SRA. 400 yd. swim; 6.5 mi. road bike ride; 2 mi. run. This event is for Women Only, is back with beautiful Finisher Medals, tech-tee Women's cut race shirts, and a Special Early Sign-up Bonus of a handmade gift from Thailand for the first 300 Women. New this year will be our addition of a Kids 5-Mile Duathlon for boys and girls 5 to 14 years old. For more info, go to <http://totalbodyfitness.com>

5/17 Morgan Hill Sprint Tri: Uvas Reservoir, near Morgan Hill. 3/4 mi. lake swim; 16 mi. bike ride; 5 mi. run. Pre-reg.: \$100 until 3/1. \$110 until 5/1. \$120 until 5/16. Fee includes finishers medal, event t-shirt, post-race party w/food & live music. For more info, go to www.usaproductions.org

5/30 Tri for Fun Sprint Triathlon: Rancho Seco Park. Half mi. swim, 16 mi. bike ride, 3.1 mi. run. Fee includes a TRI for FUN custom tech-t race shirt, division awards, post race hot food, athletes goody bag and raffle prizes. For more info, go to www.totalbodyfitness.com

June

6/14 Father's Day Triathlon: Discovery Park, Sacramento. 100 yd. swim across the American River. 5.5 mo. Bike ride on closed local roads. 1 mi. out-and-back run. Included for each competitor is a Father's

Day Triathlon custom tech-tee race shirt, coffee mug, finisher medal, swim cap, athlete goody bag, a post-race meal of hot pasta, salad, fruit, cookies and beverage. For more info, go to totalbodyfitness.com

6/14 Sacramento International Tri: Discovery Park. 1.5K swim in American River; 40K road bike ride on closed local roads; 10K out-and-back run along the American River Parkway. This event is USAT-sanctioned. Reg.: \$85-\$115. custom tech-t-shirt, swim cap, athlete goody bag, a post-race meal. For more info, go to totalbodyfitness.com

July

7/18 19 41st Annual Eppie's Great Race: Rancho Cordova/ Sacramento, CA. 5.82 mi. run, 12.5 mi. bike ride and 6.36 mil. paddle on the American River. (Team or Iron) Kids can join the fun with the Kids Duathlon, a 2-mile run and 5.75-mile cycle for kids 17 and younger. These events benefit Sacramento County TRS for those with physical and mental disabilities. For more info, visit www.eppiesgreatrace.org or go to (916) 480-0270 or email eppie@eppiesgreatrace.org.

Southern California
& Nevada

March

3/8 Los Angeles Championship & Tri Express Triathlon Series Event #1: Frank G. Bonelli Park, San Dimas. 500 Mtr swim, 14.5 mi. bike ride, 3.1 mi. run. Calm lake water swim. Bike ride is all road. The run is mostly flat and fast, partial trails and then pavement. Very scenic run in a beautiful park. The start site is located at the Northeast corner of the 10 and 57. For more info, go to www.trievents.com

3/15 Rocky Hill Tri: Exeter. Exeter is located east of Visalia. 2 courses: Short: 400 yd. swim, 12.5 mi. bike & 3.1 mi. run; Long: 800 yd. swim, 24.8 mi. bike & 6.2 mi. run. Participants receive schwag bag & finishers get medals. For more info, go to www.rockyhilltriathlon.com

April

4/11 Belmont Park Du: San Diego. Behind the Wave House in Mission Beach at the edge of the Pacific Ocean! 5k run, 10k bike ride, 2.5k run. A unique event with mountain, hybrid & beach cruiser bikes all on the hard pack sand at low-tide! For more info, go to www.challengerproductions.com/

4/11 Big Rock Tri: Lake Perris SRA. Olympic: 1.5 km. swim, 40 km. bike, 10 km. run. Sprint: 1/2 mi. swim, 16 mi. bike, 3 mi. run. For more info, go to <http://sawssportsproductions.com>

May

5/3 Sprint Sprint Tri & Du: South Shores Park, Mission Bay, San Diego. Swim 1/4 mi., Bike 10 mi., Run 3.1 mi. Spring Sprint du: Run 1 mi., Bike 10 mi., Run 3.1 mi. Mini Sprint Triathlon: Swim 200 Yards, Bike 6 mi., Run 1.5 mi. Isty Bitsy Triathlon: Kids Race Swim 100 Yards, Bike 3 mi., Run 3/4 mi. For more info, go to www.kozevents.com/Triathlons/

Running in NorCal, SoCal & more . . .

Northern California
& Nevada

Running festival

June

6/6 Truckee Running Festival: Riverview Park, Truckee. Kids Races, 5k, 10k, Half Marathon. All races start

and finish on the field at the park. The kids races for younger participants will take place on the field as well. There is plenty of parking at the facility. Fees: Kids Races- \$11. 5k- \$25-\$55. 10k- \$35-\$65. Half- \$45-\$75. Fee includes fuel, t-shirt, BBQ, beer (if over 21). <http://www.tahoetrailrunning.com/trail-runs/truckee-running-festival/> or call Big Blue Adventure LLC at (530) 546-1019

Running events

March

3/15 California Classic Marathon: Chukchansi Stadium, Fresno. Half marathon, relay, Rock & Run 5K. Run past elephants, lions, and tigers! The start site is located at 1800 Tulare St. For more info, go to fresnocentury.com

3/22 Kids Run for Zimbabwe: St. Joseph School, Mountain View. Distances: 220 yds. to 1 mi. run on school grounds. Reg.: \$5. Cheetah t-shirts on sale at the race site. For more info, go to zimbabweparaguay.net

May

5/2 American River Parkway Half Marathon & 5K: William B. Pond Recreation Area, Carmichael. Walk or run the half. Two courses: walker's head upstream towards Sunrise Blvd. while the runners take off downstream to Sac State. There is also a 5K for runners interested in a shorter distance. Reg: \$65, by 4/25 (if mailed) or 4/26 (online); After, by 5/2: \$80. Fee includes tech t-shirt, post-race lunch, finisher's medal (for half marathon participants only). For more info, go to www.parkwayhalf.com

June

6/6 Truckee Running Festival: Riverview Park, Truckee. Kids Races, 5k, 10k, Half Marathon. All races start and finish on the field at the park. The kids races for younger participants will take place on the field as well. There is plenty of parking at the facility. Fees: Kids Races- \$11. 5k- \$25-\$55. 10k- \$35-\$65. Half- \$45-\$75. Fee includes fuel, t-shirt, BBQ, beer (if over 21). www.tahoetrailrunning.com/trail-runs/truckee-running-festival/ or call Big Blue Adventure LLC, (530) 546-1019.

6/14 Squaw Valley Half Marathon: Village at Squaw Valley. The course is an out and back featuring the paved trail through the valley and along the Truckee River. Reg.: \$46-\$71. Fee includes fuel, t-shirt, BBQ, beer (if over 21). For more info www.tahoetrailrunning.com/trail-runs/squawvalley-half-marathon/ or call Big Blue Adventure LLC, (530) 546-1019.

6/21 Burton Creek Trail Run: Highlands Community Center. 6k (3.7 mi.), 12k (7.5 mi.), Half Marathon (13.1 mi.), 50k (31.1 mi.) distances. The Burton Creek Trail Run takes place on a beautiful, fun and challenging trail system within Burton Creek State Park near Tahoe City, with miles of single track through pine forests and high sierra meadows. 6k- \$28-\$53. 12k- \$38-\$63. Half- \$50-\$75. 50k- \$70-\$95. Fee includes Fuel, T-Shirt, BBQ, Beer (if over 21). For more info, call Big Blue Adventure LLC, (530) 546-1019 or go to www.tahoetrailrunning.com/trail-runs/burton-creek-trail-run

6/21 Run in the Name of Love: Sunset Center, Carmel. 2K, 5K run/walk. The courses follow a coastal path alongside sandy white beaches and the dramatic Pacific Ocean, with a finish celebration overlooking Carmel Beach. Dogs are welcome to participate in the 2K walk/run. Pre-reg.: 5K, \$35; 2K, \$30, until 5/31; after, add \$5 to each reg. Fee includes tribute bibs, dog bandanas, biscuits for the dogs when they cross the finish line, raffle, refreshments, medallions. For more info, go to runinthenameoflove.org

6/28 Run to Squaw: Village at Squaw Valley, check-in. The race starts at Commons Beach in Tahoe City. This 7.9 mi. course travels alongside the Truckee River. The course starts at Commons Beach with a stellar view of Lake Tahoe, then heads on to the Truckee River Trail, finishing at in the heart of the Village At Squaw Valley. The route is fast with little elevation gain. Fees: \$40-\$65. Fee includes fuel, t-shirt, BBQ, beer (if over 21). For more info, <http://www.tahoetrailrunning.com/trail-runs/run-to-squaw/> or call Big Blue Adventure LLC at (530) 546-1019.

July

7/3 Run to the Beach: North Tahoe Regional Park. From the park you have an option of participating in the 5K or 10K distance both of which finish on the "Big" beach in Kings Beach, CA. Fees: 5k- \$25-\$50; 10k- \$35-\$60. For more info, <http://www.tahoetrailrunning.com/trail-runs/run-to-the-beach/> or call Big Blue Adventure LLC, (530) 546-1019.

Southern California
& Nevada

April

4/4 Bunny Dash: Long Beach. 5K, 10K, 15K, half marathon. The start site is located at Long Beach bike path near 700 E. Shoreline Drive and Ocean Blvd. For more info, go to www.abetterworldrunning.com

4/4 Peace-Love-Run Half Marathon: Mission Bay, San Diego. 10K, 5K. runs. Get your groove on as you race the scenic waterfront course! Finishers Medal for each participant, Tech Shirt for half marathon (cotton shirt for 10K & 5K), chip timing, costume contest, Shellback Rum tasting area (21+) all at the 60's themed Festival! For more info, go to www.peace-love-run.com

4/18 Menifee Half marathon & 5K: Menifee. Scenic course that takes racers from the city to the country. Fee includes finisher medals & t-shirt. There will be same day reg. available. For more info, go to menifeehalf.com

4/18 Fast Times 5K: Crown Point San Diego. The start site is located at De Anza Cove, 2727 De Anza Rd. For more info go to <http://sandyfeetevents.com/fast-times-5k/>

4/19 Bare Burro Nude 5K: Colton. A trail run thru the foothills of Olive Dell Ranch on dirt roads, some asphalt and a few sections of dirt trail. A technical course; top finishers complete it in around 20 minutes. Fee includes plaques for top 3 finishers, and medals for top 3 in each age group. Pre-reg.: \$35 by 4/1. Day of: \$40. For more info, go to <http://olivedellranch.com/bburro.htm>

4/25 Run through the vineyard: Maurice Car'rie Winery, Temecula. 2K 5K, 10K distances thru the vineyard. A challenging course. Awards to all age division winners both male and female 1st, 2nd, 3rd place winners in 5K & 10K. For more info, go to www.temeculasunriserotary.com

May

5/2-3 Fool Moon 12/24 hour runs: Ahmanson Ranch, Lasky Mesa, Calabasas. The race will be run on a 1.8 mi. loop course featuring chip lap counting, all the usual 24-hour race foods, custom race shirts, personalized finisher awards, and camping/crew access to the race course. For more info, go to www.trailrunevents.com

5/16 Science Fest 5K: Crown Point Shores, San Diego. 5K run/walk or 1 mi. run/walk along the bay followed by the festival featuring fun, educational activities. Pre-reg.: \$25, by race day. Day of: \$30. For more info, go to <http://sandyfeetevents.com/science-delivered-5k/>

5/16 Renegade 3 Mile Trail Run Challenge: Frank G. Bonelli Regional Park, San Dimas. Beginners will love it for the scenic lake and forest views and experienced runners will enjoy the challenging trails. Open to competitors age 12 and older. Age divisions in 5 year age groups based on age on race day. Age groups 20-24 and going through 85+. Additional age groups are 12-14, 15-17 and 18-19. Awards 3 deep in each age group. A part of the Renegade Dirty Series. For more info, go to www.renegaderaceseries.com

5/23 Avocado Half Marathon: Live Oak Park, Fallbrook. The course will carry runners past more trees than buildings, bringing a typically urban event to the country for a dose of some much needed fresh air. With a down hill start, rolling hills in the middle, and a one mile downhill finish. For more info, go to avocadohalfand5k.com

5/25 Laguna Hills Memorial Day Half Marathon: Saddleback Memorial Med Ctr. to Laguna Hills Community Ctr. 10K, 5K and Kids Run. For more info, go to www.renegaderaceseries.com

June

6/6 Fontana Days Run: Fontana. Half Marathon, 5K Run, 5K Race Walk, 5K Family Fitness Walk and a Children's Half Mile Dash. Finish Line festivities include local vendors, exhibitors, entertainment and food. For more info, go to www.fontana.org

ORbike Promotional Campaign for the Art of Survival Century

The Art of Survival Century hired Orbike to help us create social media and content to drive up entries and penetrate the Portland and Eugene rider market.

Report From Orbike

Goal:

We recognize that schedules are tight and there are only so many free weekends in the riding season, so we wanted to introduce our readers to the Art of Survival Century as a new ride they need to know.

- * Promote the event to people who regularly sign up for supported bike rides.
- * Make the ride irresistible so that even riders who don't live nearby are inspired to participate.
- * Create a long-term promotional campaign that builds toward the future, not simply for this year.
- * Present the event in line with how the organizers want it to be represented
- * Present the event in a way that sets it apart from similar rides, many of which are not yet using modern marketing techniques

ORBIKE.COM

Website - Newsletter - Calendar of regional events

Newsletter articles to 40,000

http://www.cooleremail.net/users/orbike/ALL_apr15a.html (featured article)

http://www.cooleremail.net/users/orbike/ALL_apr15b.html (column)

http://www.cooleremail.net/users/orbike/ALL_may15a.html (calendar listing)

Website Articles + Social Media

<http://orbike.com/?s=art+of+survival>

SOCIAL MEDIA MANAGEMENT

Twitter Account

Established the account

Sent 320 messages

Engaged other Twitter users to encourage re-tweeting of messages

Grew the number of followers from 0 to 55 relevant users in one month (and still growing)

<https://twitter.com/survivalcentury>

Instagram Account

Established the account

Posted 30 engaging message that received many likes

Grew the number of followers from 0 to 213

<https://instagram.com/survivalcentury>

Facebook Page

Assisted with overseeing the account

Posted 80 messages

Oversaw an advertising campaign (boosted posts)

Created graphics

Grew the number of followers 180 to 253 (with more every week)

<https://www.facebook.com/ArtofSurvivalCentury>

Example posts:

<https://www.facebook.com/ArtofSurvivalCentury/posts/817770168313724> (ride overview)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821414674615940> (the beauty of the ride)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821419161282158> (positioning as experts and a well run event)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821417577948983> (inspirational and experts)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821420277948713> (educational)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821421281281946> (last minute push)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821418347948906> (last minute push)

<https://www.facebook.com/ArtofSurvivalCentury/posts/821420344615373> (engaging)

Public Relations Activity Report April 2015

Media Outreach

- Media Campaigns
 - Transitioned media outreach to focus on summer activities/events in Klamath County to outdoor writers throughout Northern California, Oregon and Washington
 - Received interest from Will McGough, writer for Conde Nast Traveler, Gear Patrol, and others, for a visit to the area. Will continue to work with him to coordinate a trip
 - Continued outreach to promote "The Art of Survival Century" (see results below)
 - Continued submission to 1st Oregon Wild Mustang Competition Event to event calendars
 - Responded to the following media queries:
 - **Outlet anonymous** - "Hotels With Cycling or Mountain Biking Programs"
 - **Outlet anonymous** - "Catch/Prepare Your Own Meal - Hotels/Resorts With Fishing/Hunting/Foraging Programs"

Media Coverage

The Oregonian

Klamath Basin, Lava Beds have different California feel

http://www.oregonlive.com/travel/index.ssf/2015/04/klamath_basin_lava_beds_dont_f.html

Art of Survival Century Media Placements

Sacramento Bee

http://events.sacbee.com/venue.aspx?venue_id=143693&perf_id=2204336

Cycle Siskiyou

<http://cyclesiskiyou.com/calendar/northern-california-cycle-challenge-art-of-survival-bike-century>

Active Norcal

<http://activenorcal.net/events/northern-california-cycle-challenge-presents%3A-the-art-of-sur/>

Enjoy Magazine

<http://www.enjoymagazine.net/events/63687/the-art-of-survival-century>

Oregon Events and Festivals

<http://oregonfestivals.memberzone.com/events/details/art-of-survival-century-ride-8809>

Bicycle Paper.com

<http://www.bicyclepaper.com/events/43679>

Cycle California

http://www.cyclecalifornia.com/Chain_links.html

Eventful

http://eventful.com/tulelake/events/art-survival-century-/E0-001-083392381-0?utm_source=email&utm_medium=email&utm_content=1361&utm_campaign=event-posting-confirmation

Spingo

<https://www.spingo.com/event/change/4396032>

Shasta Living Streets

<http://shastalivingstreets.org/activities-and-events/calendar-of-events/>

EventCrazy

<http://www.eventcrazy.com/Klamath-Falls-OR/attractions/details/82324-KLAMATH-COUNTY-FAIRGROUNDS-HANCOCK-EVENT-CENTER>

**Public Relations Activity Report
March 2015**

Media Outreach

- **Media Campaigns**
 - Continued media outreach focused on spring activities in Klamath County to outdoor writers throughout Northern California, Oregon Washington
 - Also began researching summer activities/events for outreach to begin in April
 - Began outreach to promote "The Art of Survival Century"
 - Submitted 1st Oregon Wild Mustang Competition Event to event calendars
 - Responded to the following media query:
 - **USA Today** "Looking for ways National Parks are celebrating National Park Week (April 18-24)"

Coverage

Yahoo Travel

"10 RV Vacations You Need to Take Right Now"

<https://www.yahoo.com/travel/copy-most-searched-rv-spots-112548624157.html>

ABC 15 Arizona

"3 western national parks everyone should see from AAA Arizona"

<http://www.abc15.com/entertainment/3-western-national-parks-everyone-should-see>