

DIRTSWEAT & GEARS

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USA Cycling Selects Tennessee Mountain Bike Race for Ultra-Endurance National Series

Event Offers Largest First Year Mountain Bike Purse, Ross and Juarez set to duke it out

Fayetteville, Tennessee – January 17, 2007 – Promoters and sponsors announced today that Dirt Sweat & Gears (“DSG”), the nation’s newest mountain bike race, is bringing the first USAC Ultra-Endurance Points Race to Tennessee; introducing a well-established endurance sport to southern hospitality. This event first caught the national spotlight by boldly calling attention to a strange inequity in professional mountain bike racing where a typical race pays professional men so much more on average than professional women for their podium performance. Sponsors of the DSG inaugural 12-hour event have stepped up to a record purse in excess of \$10,000 and will pay women the same blue ribbon incentive as men. Event presenting sponsor Jeep is certainly no stranger to mountain biking and the support from Fayetteville Dodge Chrysler Jeep is credited with helping bring the Southeast Regional 12-hour Championship to the area. It’s a first for the region and another important victory for enthusiasts and race participants who have already put the April 28th event on their 2007 schedule.

Race Director Clay Higgins started working with USA Cycling just a few days after a dozen hot and exhausted riders met at the Higgins’ home, sprawled out in the living room raving about the new course. The brain storming session that followed helped create Dirt, Sweat & Gears. “We call it a shindig,” Higgins explains, “because it’s part endurance race, part concert and part picnic, wrapped up in a festival that’s held on a spring weekend at the Cotton Mill Preserve... it’s everything you could ask for in a fat tire weekend,” Higgins points to the private trails and a unique Tennessee setting, then shrugs, “...they’re still asking me how to get to Fayetteville, Tennessee.”

Nat Ross (Subaru/Gary Fisher) and Tinker Juarez (Siemens mobile/Cannondale), long time friends and professional racing rivals, plan to duke it out as the list of professional riders continues to grow. At 43 years of age, Juarez is best known for his leadership in the industry and ability to go long in difficult terrain, continually proving year after year that he is still at the top of his game. Ross is a seven year veteran of ultra-endurance racing who is looking forward to seeing a part of the country rarely visited by the elite in his sport. Loading up his Subaru and heading for Tennessee, Ross will be jumping into the competitive fray with Juarez and a rapidly growing list of amateur and professional racers who would not miss this opportunity to take a measure of their make up.

“I wanted to do your race for a while,” said Nat Ross when he confirmed plans to compete at Dirt Sweat & Gears. “Thanks for your great energy. I was waiting for USA Cycling to release all their info on their Ultra-Endurance Race Series... the DSG is really on the radar now,” explained Ross, who was quick to add a challenge, “go on and make plans for a throwdown between Tinker and myself. Let’s do this thing!”

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