

American Mountain Classic partners with Specialized and Primal Wear



Press Release

www.americanmountainclassic.com



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Sho-Air International and Team Big Bear are pleased to announce that **Specialized Bicycles and Primal Wear** will be official Co-Sponsors of the **2008 American Mountain Classic MTB stage race**, set to run **August 21-24 in Brian Head, UT**. The A.M.C. is set to be America's Richest MTB stage race with over \$20,000 in cash and prizes.

Specialized, a world leader in bicycle and bicycle component technology will raffle off a brand new **2008 Specialized Expert Epic** bicycle. **Anyone who registers on or before July 15th** for the A.M.C. will be eligible for the drawing. This includes all A.M.C. amateur classes; however the Elite Men's, Elite Women's and Elite Master classes will not be included in the contest. The winner of the bike raffle will be presented with a '08 **Specialized Expert Epic** at the conclusion of the final stage and right before podium presentations on Sunday **August 24** (winner must be present to win). **Specialized** will also be the official water bottle supplier of the American Mountain Classic. Racers will receive an A.M.C./Specialized water bottle in his/her pre-race packet at the event.

Primal Wear, the leader in cycling related apparel will be the official clothing supplier of the A.M.C. Primal Wear will be making all **Race Winner, Race Finisher and Pro leader jerseys** for the 2008 American Mountain Classic. **Anyone who registers on or before June 25th**, and who finishes or wins their respective class will get a **jersey tailored to their requested jersey size**. Anyone registering after June 25th and who qualifies for a finisher or class winner's jersey will be subject to sizing and quantities on hand at the event.

Thule Racks, the authority on bicycle rack technology will also raffle off a **Ridgeline™ 4 bike carrier system** or a **Thule Roof System with 2 Peleton™ Fork Mounts** to anyone who is **registered on or before July 15th**. **The winner of the Thule rack will be announced at the conclusion of the race event on Sunday August 24.**

Sho-Air and Team Big Bear have also teamed up with **San Juan Sports Massage** to offer massage to all racers, family and event associates. San Juan Sports Massage will have a team of qualified massage therapists on site during the A.M.C. for pre and post-race massages. Racers may click on the link to pre-book all of their pre and post race massages @ <http://www.sanjuansportsmassage.com/scheduling/amc.html>.

There are still entries available to enter the American Mountain Classic, however class sizes are limited and are filling up fast. **Sho-Air and Team Big Bear** urges any competitor interested in being eligible for the **raffle contests or custom jersey sizes to go to and register at Sports Base Online before the deadlines-** https://www.sportsbaseonline.com/Item.aspx?item_id=2346.

