



**For Immediate Release**

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**REGISTRATION UNDERWAY FOR 2003 ULTRA 100 MOUNTAIN BIKE RACE**  
**AUGUST 23--100K TEAM COMPETITION AND NEW COURSE ADDED**

**BEAVER CREEK, Colorado**—Registration for one of the toughest events in all of mountain biking is currently underway as individual and team entries are now being accepted for the 2003 Ultra 100 Mountain Bike Race.

Scheduled for Saturday, August 23, with the Start/Finish in Beaver Creek, the 2003 Ultra 100 will feature the traditional 100-Mile Individual and Team competitions, along with the second annual 100-K Individual race, complete with a new course configuration.

New to the event this year will be a 100-K Team competition, designed to provide an additional race opportunity for riders that don't necessarily have the time to train for the individual events, with two members per team.

“The addition of the 100-K Team event really gives participants a full spectrum of competition options,” explained Jeff Brausch of Highline Sports & Entertainment, the Colorado-based sports marketing company responsible for the Ultra 100 Mountain Bike Race. “The new 100-K course configuration should also be an enticement for racers that don't have the opportunity to train for a 100-mile event, due to their busy work schedules.”

The main difference between the last year's inaugural 100-K course and the 2003 edition will be the elimination of the Muddy Pass climb, although racers must still negotiate the challenging June Creek climb. This course change does away with approximately 3,400 feet of climbing, providing for a much more manageable and enjoyable experience for the 100-K competitors.

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## 2003 Ultra 100 Mountain Bike Race

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“With both June Creek and Muddy Pass in the mix last year,” offered Highline’s Scott McCormick, “the 100-K event was almost as hard as the 100-Mile race. We’re looking at the 100-K to serve as the building blocks for participants to eventually move up to the 100-Mile distance and these course changes, along with the addition of the shorter team event, should be a big hit with the racers.”

“The Ultra 100-Mile race is still the definitive test of toughness and perseverance,” said Brausch. “No matter whether you tackle those 100 miles as an individual or a team, there’s nothing quite like the Ultra. There’s a true sense of accomplishment for all the competitors when they cross that Beaver Creek finish line.”

Competitors may register for this year’s event online at [www.mtbrace.com](http://www.mtbrace.com). Individual entries for the 100-Mile race are priced at \$160, while registration for the individual 100K competition is priced at \$130. Team entries for the 100-Mile event are priced at \$130 per person, while 100-K team registration is priced at \$75 per person. Participants may also register in person in the Vail Valley at the Mountain Pedaler in Eagle and Minturn, Venture Sports in Avon or the Kind Cyclist in Edwards.

All entries received prior to July 15 will also receive a custom event race jersey, while all competitors will receive a value-packed racer gift bag, finishing award and medal, pre-race dinner, complete aid station support and professional chip timing and results. Entries may be transferred for a \$50 fee. In addition to strong lungs and legs, the Ultra courses also require solid intermediate mountain bike handling skills. Run primarily on four-wheel drive roads that traverse some of the most spectacular scenery in the Vail Valley and the White River National Forest, the 100 also features a pair of steady climbs of more than 3,600 feet, along with several 1,000-foot ascents thrown in for good measure.

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## 2003 Ultra 100 Mountain Bike Race

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Last year, Team Beaver Creek's Jimi Mortenson rode the final one-mile downhill section on a flat tire to capture the 100-Mile win in slightly over 7 and a half hours as temperatures soared into the low 90's, while Michelle Grainger of Boulder became the event's first repeat champion in just under 10 hours. A total of 500 riders took to the starting line in 2002.

The 2003 Ultra 100 Mountain Bike Race is presented by the Beaver Creek Resort Company, BMW, Aquafina, Albertsons and brought to you in part by Nature Valley Granola Bars, Starbucks, Gatorade, 4 Eagle Ranch, Steadman Hawkins Sports Medicine Clinic, Mountain Pedaler, Venture Sports, The Kind Cyclist, The Vail Daily, KZYR the Zephyr, and KVBA TV8.

Highline is a leading provider of sports and entertainment event marketing services to corporate America. Since 1995, the company has created turnkey event marketing programs, sponsorships and successful partnerships with many of the world's leading brands. Highline's high profile events have been staged at major venues throughout North America and have been seen by millions in person and through major broadcast media.

For additional information on the 2003 Ultra 100, visit [www.mtbrace.com](http://www.mtbrace.com). For more information on Highline Sports & Entertainment, please contact (970) 476-6797 or visit [www.gohighline.com](http://www.gohighline.com).