



**For Immediate Release**

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**ULTRA 100 MOUNTAIN BIKE RACE AUGUST 21 SERVES AS QUALIFIER FOR RED BULL GIANTS OF RIO**

**BEAVER CREEK, Colorado** — Red Bull has chosen Beaver Creek's Ultra 100, one of the toughest mountain bike races of its kind, as a qualifier for the Red Bull Giants of Rio adventure race in Rio de Janeiro, Brazil.

"We're stoked to have Red Bull onboard this year," explained Amy Hornyak of Highline Sports & Entertainment, the Colorado-based sports marketing company responsible for the Ultra 100 Mountain Bike Race. "The Ultra 100 has always been wildly competitive, and with a spot in the Red Bull Giants of Rio on the line, the riders will be charging for the chance of a lifetime."

Scheduled for August 21, the Ultra 100 will Start and Finish in picturesque Beaver Creek. Participants are offered a full gamut of race entry options, featuring the traditional 100-Mile Individual and Team competitions, as well as 100-K Individual and Team races.

The race is no walk in the park. In addition to strong lungs and legs, the Ultra courses 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 Ultra 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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## 2004 Ultra 100 Mountain Bike Race

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Last year, local pro rider Jay Henry won his first ever 100-Mile race in 7 hours and 47 minutes, while pro Mike Janelle of Avon sealed the 100-K race title in just 5 hours, 12 minutes. Boulder's Julie Hudetz was the first female to cross the 100-Mile finish line in 10 hours with Heather Sappenfield of Eagle taking the women's 100-K field in 7 hours, 5 minutes.

This year's Ultra 100 winner will become the mountain biker for the U.S. Giants of Rio Team and will travel to Rio de Janeiro, Brazil for the one-day team relay race that will test competitors against the toughest elements Brazil has to offer. Scheduled for December 5, 2004, Giants of Rio will challenge 100 four-person relay teams, 50 professional and 50 amateur, to divide their efforts by specialty, and race for the fastest cumulative time in rough water swimming, mountain biking, speed hang-gliding and sand running. Total prize purse is \$50,000. For more information on the Red Bull Giants of Rio visit [www.redbullgiantsofrio.com](http://www.redbullgiantsofrio.com).

Sign up for the Ultra 100 today at the Kind Cyclist in Edwards, Mountain Pedaler in Minturn and Eagle, or online at [www.mtbrace.com](http://www.mtbrace.com). Categories include the Individual 100-Mile, Individual 100K, Team 100 Miles and Team 100K.

The 2004 Ultra 100 Mountain Bike Race is yours thanks to the Beaver Creek Resort Company, BMW, Coors Light, the Vail Daily, KZYR The Zephyr, and is a Highline Sports and Entertainment Production.

To learn more about the Ultra 100 visit [www.mtbrace.com](http://www.mtbrace.com). For more information on Highline Sports visit [www.gohighline.com](http://www.gohighline.com) or call (970) 476-6797.

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### ABOUT HIGHLINE

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.