



Press release  
For immediate release

## The Nissan UCI Mountain Bike World Cup returns to Bromont in 2008

Bromont, QC, September 26th, 2007 – After a nine year absence, the Nissan UCI Mountain Bike World Cup will be back in Bromont from the 1st to the 3rd of August 2008. The International Cycling Union (UCI) has awarded a triple sanction to the organising committee, including Olympic cross country, downhill and 4 cross events.

The top mountain bike riders in the world, both male and female, will therefore be in Bromont for the last World Cup event before the 2008 Beijing Olympic Games. This will also be the last opportunity to see and cheer on our Canadian mountain bike medal hopefuls before the games. Are expected to participate, amongst others: Marie-Hélène Prémont of Québec, silver medalist at the Athens Olympic Games, currently sitting second in the international rankings that will be used for the Beijing games; as well as Geoff Kabush of BC, currently ranked 11<sup>th</sup>.

**New on the ground** - Ski Bromont, a major partner in this event, will be setting up three all new race courses on the new Versant du Lac site, specifically for the event.

The event director, Mr. Richard Deslandes, is convinced of the excellence of the site. «Ski Bromont has promised us unparalleled courses, perfect for all mountain bike fanatics. In addition, these new courses will remain as a heritage for the Bromont National Cycling Centre and for the athletes that train there.»

The Bromont National Cycling Centre is one of two such training centres in Canada for recognized Canadian athletes in all cycling disciplines, including road, track, BMX and mountain bike.

According to Mr. Deslandes, «The new downhill course, already under construction, will be created in a hostile environment filled with rocky outcroppings, wooded sections and abrupt descents. Many tight corners, jumps and other obstacles will follow one another to create a course with a difficulty level that even the most hardy downhill kamikazes can scarcely imagine.» The downhill trails at Bromont are internationally renowned, and the course designed for the last World Cup event held in Bromont, in 1999, remains legendary in the history of the series.

«The cross country course, as is usual at Bromont, will offer a combination of difficult ascents and very technical downhills. Athletes often say that, in Bromont, the race is true mountain biking!»

«Finally, the 4 cross course will be spectacular. This discipline is made up of races between 4 riders over a short, extremely rough course, very similar to a BMX course. These are very exciting events that are ideally suited to TV coverage.»

The organizing committee would also like to communicate a very special thanks to all of the volunteers who have offered their help in putting on this Nissan World Cup event in 2008. Without the support of dedicated volunteers, such an event could not be held.

- 30 -

For more information:  
Richard Deslandes  
450-534-3333 ext 103

