



**FOR IMMEDIATE RELEASE:**

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**RIDE THE ROCKIES ANNOUNCES ITS 25<sup>TH</sup> ANNIVERSARY ROUTE**

DENVER, CO (February 7, 2010) – The Denver Post Ride The Rockies presented by Wells Fargo announced the route today for its 25th annual Colorado bicycle tour, scheduled June 13-19, 2010.

Two thousand cyclists will begin their 532-mile journey in Grand Junction and climb 4 mountain passes, 1 divide, and 2 natural wonders in the Colorado National Monument and the Grand Mesa before finishing in Salida.

The complete 2010 route is:

June 12	Grand Junction – Registration		
June 13	Grand Junction loop	46 miles	Colorado National Monument – 8,755 ft.
June 14	Grand Junction to Delta	90 miles	Grand Mesa – 10,839 ft.
June 15	Delta to Ouray	67 miles	
June 16	Ouray to Durango	70 miles	Red Mountain Pass – 11,090 ft. Molas Divide – 10,899 ft. Coal Bank Pass – 10,640 ft.
June 17	Durango to Pagosa Springs	85 miles	
June 18	Pagosa Springs to Alamosa	90 miles	Wolf Creek Pass – 10,850 ft.
June 19	Alamosa to Salida – Finish	84 miles	Poncha Pass – 9,019 ft.

“For 25 years Ride The Rockies has showcased some of our state’s finest communities, supported numerous charitable organizations and introduced thousands to the pleasures of road cycling. So many people have had their hands in making this a great tradition and in doing so the Tour has become synonymous with summer in Colorado,” says Chandler Smith, Tour Director.

"As a cyclist and past participant myself, I can give testament to the important role Ride The Rockies plays in Colorado," said Nathan Christian, Wells Fargo's regional president for Colorado. "Not only is this a top cycling event known across the country and around the world, it's also a great way to raise necessary funds for the local communities along the route. We're once again pleased to be part of Ride The Rockies. It's one way we work to help keep Colorado a great place for all of us to live, work and do business."

More than 100 dedicated volunteers assist cyclists during the week of the tour. Host communities provide inexpensive community meals and entertainment.

Cyclists may only register for the event online at [www.ridetherockies.com](http://www.ridetherockies.com). Applications will be accepted February 7 – February 25.

Ride The Rockies is a non-competitive event, and riders are encouraged to ride at their own pace. However, training for the tour is strongly recommended. Training information is available online at [www.ridetherockies.com](http://www.ridetherockies.com).

Riders on past Ride The Rockies tours have varied in age from 7 to 85 years old and have represented all 50 states and 18 foreign countries.

Proceeds from Ride The Rockies benefit Denver Post Charities, a McCormick Foundation Fund. All funds raised through Denver Post Charities are matched at a significant percentage, and 100 percent of all dollars raised are returned to the community. In addition, Denver Post Community awards a \$5,000 grant to a nonprofit organization in each host town.

For more information, contact Ride The Rockies at (303) 954-6700 or visit the event web site at [www.ridetherockies.com](http://www.ridetherockies.com).

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