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GRAN FONDO OKANAGAN

Trek to Sponsor Inaugural Axel Merckx Granfondo Okanagan

BRITISH COLUMBIA-BASED GRANFONDO SLATED FOR JULY 2011

(Waterloo, WI) - Trek Bicycle announced today that it has signed on as the official bike sponsor of the inaugural Axel Merckx Granfondo. Scheduled for July 10, 2011, in Penticton, British Columbia, the event is the first of its kind to take place in the picturesque Okanagan Valley and is expected to draw several thousand participants.

As the Team Director of the Trek/LIVESTRONG Under-23 cycling team, the relationship between Axel Merckx and the Trek brand runs much deeper than just a simple sponsorship agreement.

"Trek is a great partner to work with on the Trek/LIVESTRONG program," event organizer and namesake Merckx said. "Their bikes are the best in the world and I'm excited to have them on board. This is going to be a world-class event."

Recently, Granfondos have experienced a boom in North America as increasing numbers of amateur and experienced cyclists participate in Granfondo events across the continent. The unique format, already wildly popular in Europe, allows riders to experience the rigors of a full pro-level race with the same mechanical and course support enjoyed by professional cyclists.

The Axel Merckx Granfondo will be a fully-supported ride featuring several categories and distances to challenge cyclists of all experience levels. The traditional Granfondo will span 158 km while the more manageable Mediofondo will feature a 98 km route. Supporting events leading up to and following the official Granfondo will take place throughout the July 8-10 weekend, include a cycling expo, a Piccolofondo (child's race), and a wine festival.



For more information on the Axel Merckx Granfondo Okanagan, please visit their website at www.granfondoaxelmerckx.com.

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Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trebikes.com.