



## PRESS RELEASE

For immediate release

### *Vélirium festival runs August 10–12, 2018* UCI Mountain Bike World Cup returns to Mont-Sainte-Anne

**Beaupré, Thursday, April 5, 2018** – As memories of American champion Aaron Gwin's legendary winning downhill run in the pouring rain at the 2017 Vélirium begin to flood back for athletes and spectators, it's time to announce the program for this year's event. The Vélirium is back at Mont-Sainte-Anne for a 28th consecutive year of UCI World Cup mountain bike competition this August 10–12, rolling out the dirt carpet for the world's best downhill and cross-country athletes as well as thousands of spectators and amateur riders. Talk about a great way to lay the groundwork for the upcoming UCI Elite and Masters World Championships here from August 21–September 1, 2019!

New for this year's program, rounding out the competition for cross-country athletes is the UCI Short Track Cross-Country (XCC) World Cup. The XCC results will determine which 16 riders get to start in the front two rows on the start line for the UCI Cross-Country (XCO) World Cup. This new discipline promises to be an exciting show for spectators, with races lasting just 20 minutes over a course up to 2 km long that uses the same start and finish line as the regular UCI Cross-Country World Cup.

#### **Amateur events still a mainstay on the program**

True to tradition, the Vélirium program is jam-packed with activities and competitions for amateur riders alongside all the World Cup action. 2018 marks the 16th annual Vélo Mag Raid, once again giving amateur racers entering the 80K, 60K, 30K or 15K events the exclusive opportunity to ride terrain at Mont-Sainte-Anne that's usually off-limits. Participants can now register and choose their start time for the Vélo Mag Raid online at [www.velirium.com](http://www.velirium.com). More crowd-pleasers back again this year are the GAAP Enduro presented by Rocky Mountain and the long-running Véli-Kidz race, where even the littlest groms get to show off their bike skills. As usual, some of the biggest names in mountain biking today will be setting up booths in the expo village at the foot of the mountain to whet visitors' appetites for the latest gear. And let's not forget the legendary parties in the *Budweiser Lounge* every night of the weekend. Watch this space for more details about the shows to look forward to as things shape up in the next few months.

#### **What's on the sporting calendar**

##### **Friday, August 10**

UCI Short Track Cross-Country (XCC) World Cup

##### **Saturday, August 11**

UCI Downhill World Cup

Vélo Mag Raid

##### **Sunday, August 12**

UCI Cross-Country (XCO) World Cup

GAAP Enduro presented by Rocky Mountain *\*Exact date to be confirmed*

Véli-Kidz race

Full event program available online at [www.velirium.com](http://www.velirium.com)

### **About Vélirium**

*Québec Summer Events Corporation has mandated GESTEV as official event producer for the UCI World Cup stage at Mont-Sainte-Anne since 1991. Vélirium is an international mountain bike festival that has provided the forum for the UCI World Cup—as well as a multitude of amateur races and sporting and cultural events for the whole family—since 2003. Vélirium has earned BNQ Level 2 sustainability certification for responsible event management. In 2019, Mont Sainte-Anne will have the honour of hosting the UCI Mountain Bike World Championships for a record third time since 1991, as well as the 30th UCI Masters Championships in the history of mountain biking.*

### **About Gestev**

*Founded in 1992, Gestev is a dynamic event management company specializing in happenings that make their mark locally as well as on the world stage. Over the years, Gestev has raised event management and production standards by adding a party twist to high-calibre sporting events, including music shows and live entertainment, while making competitions accessible to all. Jamboree, Red Bull Crashed Ice, Vélirium, Ski Tour Canada, Transat Québec Saint-Malo and the 2017 World Cup Cross-Country Ski Finals are just a few of the major events organized by Gestev. Gestev also manages the Baie de Beauport recreational site and is certified under the BNQ 9700-253 standard for responsible event management.*

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Source: Marie-Michelle Gagné  
Head of Media Relations  
[mmgagne@gestev.com](mailto:mmgagne@gestev.com)  
418 561-6762