



PRESS RELEASE

For immediate release

Less than three months to go until the UCI Mountain Bike World Championships!

Mont-Sainte-Anne, May 23, 2019 – The countdown is now on, with less than three months to go until the world's top mountain bike athletes take Mont-Sainte-Anne by storm for the UCI Mountain Bike World Championships presented by Mercedes-Benz this August 21–September 1. After 1998 and 2010, this is the third time Mont-Sainte-Anne and Gestev will play host to the prestigious competition—that's a world first on the UCI circuit for any host venue or organizing committee. As well as hosting three World Championships, Mont-Sainte-Anne and Gestev have presented no fewer than 25 UCI Mountain Bike World Cup events, every year since 1991.

“Mountain biking is ingrained in our DNA here on the Côte-de-Beaupré near Quebec City, and part of the reason why is that we have such a longstanding tradition of hosting world-class competitions every year,” said Olympic mountain bike athlete and event ambassador Marie-Hélène Prémont, who hails from neighbouring Saint-Ferréol-les-Neiges. “I’m incredibly proud to be involved in promoting these Mountain Bike World Championships, because they marked such a pivotal point in my career the last time around in 2010. It’s so important to keep organizing events like this to encourage the next generation of local riders to keep on pedalling.”

An action-packed program of events

“It’s a huge vote of confidence for UCI to ask us to host the first-ever Electric Mountain Bike (e-MTB) World Championships this August 28,” said Chantal Lachance, Vice-President of Production and Marketing for Gestev. “And that’s not all: we’re also proud to be hosting the UCI Mountain Bike Masters World Championships August 21–23, right before the elite athletes roll in for the UCI Mountain Bike World Championships. Normally these big UCI events are held at different times in separate locations, so it’s a real privilege for us to be organizing them both right here, not to mention a huge boost to the prestige of this year’s event.”

There’s a stellar line-up of world-class competitions in store, including the Cross-Country Team Relay World Championships, the Junior Cross-Country World Championships, the U23 and Elite Cross-Country World Championships, and the Junior and Elite Downhill World Championships, as well as the e-MTB Mountain Bike World Championships—a world first—and the Masters Cross-Country and Downhill World Championships. As if that wasn’t enough, amateur competitive riders of all ages can also look

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forward to the usual Vélo Mag Raid, GAAP Enduro presented by Rocky Mountain and Vélidikz presented by Shimano events.

One thing's for sure, the atmosphere's going to be way more than electric here at Mont-Sainte-Anne when the UCI Mountain Bike World Championships roll into the area this August 21–September 1!

About the event

Quebec Summer Events Corporation has mandated GESTEV as official event producer for the UCI World Cup stage at Mont-Sainte-Anne since 1991. 2019 marks a record third time, following 1998 and 2010, that Gestev has also been chosen to organize the UCI Mountain Bike World Championships at Mont-Sainte-Anne. 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.

About Quebec Summer Events Corporation

The mission of Quebec Summer Events Corporation (QSEC) is to promote summer sports on home soil through prestigious international events including the Vélirium UCI Mountain Bike World Cup. In addition to attracting the world's top athletes in their discipline, QSEC works hard to support the development of amateur sport through each of its events.

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. The Jamboree, Red Bull Crashed Ice, Vélirium, Ski Tour Canada, FIS Cross-Country World Cup Finals and Transat Québec Saint-Malo are just a few of the major events organized by Gestev, which also manages the Baie de Beauport recreational site. Gestev is certified under the BNQ 9700-253 standard for responsible event management.

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