



Media Release

For Immediate Release June 22, 2016

CCBAC Contributes \$30,000 Cariboo Mountain Bike Consortium

Thomas Schoen, Cariboo Mountain Bike Consortium (CMBC) President, is thrilled with the CCBAC contribution and says: "The Cariboo Region is quickly earning a reputation as a mountain biking travel destination. This is due in large part to many years of grassroots, community-led trail development and marketing initiatives and the strong support of key partners and stakeholders including local and provincial governments, First Nations, local businesses, and funding agencies. The Cariboo Chilcotin Beetle Action Coalition has been a strong CMBC supporter from day one. With this latest grant, CCBAC recognizes our past successes and is providing us with the seed funding that can take biking in the Region to the next level."

Mark "Shreddie" Savard, CMBC Vice-President and local trail advocate adds: "I'd like to thank CCBAC on behalf of the entire CMBC Board of Directors for their contribution to Phase I of the Desous project. Now the real work can start. Exciting times for the mountain bike community in the Cariboo!"

The 'Desous Mountain Trail Network' will be marketed as a regional trail network. Visiting mountain bikers want to experience a wide variety of trails and networks in the Cariboo and are encouraged to visit our partner communities: Wells, Quesnel, Williams Lake and 100 Mile House.

The Cariboo Mountain Bike Consortium is a regional marketing organization, promoting the recreational assets the Cariboo-Chilcotin has to offer. The volunteer group assists local bike clubs in creating and enhancing their trail infrastructure. This helps in providing a first-class marketable product.

Updates on the project will be posted regularly on: ridethecariboo.ca



CCBAC Chair Bob Simpson & Thomas Schoen, President of Cariboo Mountain Bike Consortium