

Krysty Ronchetti
Public Relations Rep
Angel Fire Resort
505-821-9279
krysty@sjcommunications.com
www.SJCommunications.com



Angel Fire Bike Park Announces Global Gravity Pass and New “Ready to Ride” Program

Largest Bike Park in the Rockies Gives Massive Discount to Season Pass Holders From Other Bike Parks

ANGEL FIRE, NM - (March 28, 2016) – Awarded #1 Bike Park in the Southwest by MTBParks.com, Angel Fire Bike Park (www.angelfirebikepark.com) the largest Bike Park in the Rockies, opens its 60 miles of trails on May 12 and has launched two new passes for the summer 2016 season. First up is the Global Gravity Season Pass.

Global Gravity Season Pass

No excuse to not check out the rider’s top choice bike park in the United States this summer. Angel Fire Bike Park invites all season pass holders from any bike park in the world to receive 50% off a standard day ticket. This offer is valid for the 2016 mountain bike season, May 12 to October 16, 2016. Riders must present a valid 2016 season bike park pass from anywhere in the world.

2016 Gravity Pass

New this season, Gravity Pass Holders receive 3 non-transferable lift tickets at our partner bike park Crested Butte Evolution Bike Park. Evolution Bike Park offers both lift served downhill trails and cross country rides that connect to some of the legendary rides in and around Crested Butte, Colorado. Show your Gravity Pass and receive 25% off all Crested Butte Mountain Resort

lodging booked mid-week. Angel Fire Bike Park's Gravity Passes will be offered at a discounted price until April 14, 2016.

Ready to Ride Program in the County's Only Terrain Based Learning Center

For those new to mountain biking, Angel Fire Bike Park is launching the Ready to Ride program to help those aged 3 – 103 get more comfortable and confident on a mountain bike. Newbies can get a 2-hour introduction lesson with an instructor, a surface lift ticket, bike and body armor rental equipment for \$49. The lessons will take place in the southwest's first Terrain Based Learning Center, located at the base of the mountain, and will offer an easy flow trail for the younger kids on a strider bike or more advanced instruction for older children and adults.

"Our goal is to kill any fear about learning to ride a mountain bike," explains Hogan Koesis, bike park director, Angel Fire Resort. "Often the experience can seem intimidating to someone who has never tried it or had a bad encounter. We're creating the nation's first Terrain Based Learning Center that will open in June and will to ease the rider into the sport and help them gain confidence through a small series of steps."

INVESTING IN STATE-OF-THE-ART TRAIL BUILDING EQUIPMENT

Continuing to build on its reputation as one of the largest world-class mountain biking destinations in the country, Angel Fire Bike Park is continuing its efforts to ramp up their trails, by investing in state-of-the-art trail building equipment. Angel Fire is the first bike park in the country to purchase its own sawmill that will enable them to craft better wood features for its trail system. Additionally, the park has purchased new excavating equipment for each trail crew member, which will allow them to design trails at a faster pace and with better drainage efficiency.

The Bike Park is also carving out additional cross-country and green belt trails. Angel Fire will now offer more than 100 miles of cross-country, downhill and road bike trails as it continues to expand for bike riders of all abilities.

DEDICATED SHUTTLE

New this season, Angel Fire Bike Park will offer all riders free shuttle transportation, on select days, to the South Boundary Trail (XC from Angel Fire to Taos) and off-mountain trails. The South Boundary Trail is one of New Mexico's legendary trails in the Carson National Forest. The 20-mile trail offers incredible views of the Sangre de Cristo range as it travels through ridges, valleys and over several peaks with an elevation of just under 10,000 feet. More information about the shuttle transportation schedule can be found at www.angelfirebikepark.com

ANGEL FIRE BIKE PARK ADDED TO MTB PROJECTS 12

Angel Fire Bike Park's trail system will find a new home on the legendary MTB Projects 12 trail map app.

"Now even those who are just passing through New Mexico will have no choice but to check out our Bike Park on their phone. We're the biggest trail system in the Rockies so we're hoping

by being added to MTB Projects we will entice some new riders to come our way this season,” Koesis states.

OPENING MONTH INCLUDES NEW WEEKEND EVENTS

OPENING WEEKEND

MAY 12 - 15

Angel Fire Resort kicks off the bike season by being the first bike park to open in the Rockies. We kick off this weekend with several DH Races, live music, a beer garden and free outdoor movies.

MEMORIAL DAY WEEKEND RIDE WHITE AND BLUE FESTIVAL/ DEMO DAZE/ FIRE FIVE RACE

May 27-30

Second annual Ride, White and Blue Bike Fest. Angel Fire's 1st Annual Demo Daze. Riders are welcome to come test ride the latest Janis, Trek, YT Industries, Scott and many more at our Bike Park. Angel Fire hosts first Fire Five DH Race.

The Angel Fire Bike Park also boasts one of the longest seasons in the Rockies with all trails open from May 12 – mid-October.

For a list of the full summer schedule please go to www.angelfirebikepark.com

PHOTO LINKS OF ANGEL FIRE BIKE PARK: (permissions granted for any posting, online or broadcast coverage. Please courtesy “Angel Fire Bike Park”).

PHOTOS OF ANGEL FIRE BIKE PARK:

<https://drive.google.com/folderview?id=0B9Xy7iv-fGjYWXI1bWVUelprMzQ&usp=sharing>

###

Media only: For additional information or to arrange for a private ride /tour or interview, please contact:

Krysty Ronchetti

PR Rep for Angel Fire Bike Park

SJ Communications

Email: krysty@sjcommunications.com

Phone: 505-821-9279

About Angel Fire Bike Park

Located in Angel Fire, New Mexico, Angel Fire Bike Park ranked #1 in the Southwest by Decline Magazine and MTBparks.com, is the premier mountain bike destination in the southern Rocky Mountains. Angel Fire Bike Park offers chairlift-accessed terrain for downhill, cross-country and all-mountain styles of mountain bike riding, including beginner, intermediate and advanced/ expert trails. Collective features of the bike park include riding clinics, bike rentals and repairs, guided tours, skills parks, freestyle features, special events and bike-friendly, slopeside lodging. Angel Fire Bike Park is privately owned and operated by Angel Fire Resort, and is open from May to October, providing one of the longest bike park seasons in the United States. Angel Fire Bike Park partners

include Devinci, VP Components, Hutchinson Tires, Sport Systems, and Kali. For additional information on Angel Fire Bike Park or Angel Fire Resort, please call 800-633-7463 or log on to www.angelfirebikepark.com.