



FOR IMMEDIATE RELEASE

Grand Junction, Colo. (August 16, 2016) – On Tuesday, August 16, 2016 at 3:00 p.m. a special meeting of the Grand Junction Visitor & Convention Bureau Board of Directors was called to order to discuss and consider the funding request for the 2017 Grand Junction Off- Road Mountain Bike Event. A funding request of \$40,000 was submitted by the event organization, Epic Rides, to continue the annual commitment and remain the host city of this event.

The request was approved by the Grand Junction Visitor & Convention Bureau's Board of Directors to fund the 2017 Grand Junction Off-Road event at \$40,000.

"There was an ample amount of discussion, including the importance to host an event centered in the City of Grand Junction and to have the name Grand Junction as an integral part of the event's name to create brand awareness and recognition," stated Grand Junction Visitor & Convention Bureau Board Chair, Brad Taylor.

The Grand Junction Off-Road is one of three races in a race series held by Epic Rides; the other two races include the Whiskey Off-Road in Prescott, Arizona and the Carson City Off-Road in Carson City, Nevada.

For further questions or comments, please contact the Grand Junction Visitor & Convention Bureau by calling 970-244-1480.

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About Grand Junction (www.visitgrandjunction.com) - Grand Junction is Colorado's Wine Country featuring 24 wineries with year-round tasting rooms, and boasting more than 275 days of sunshine annually which helps produce much of the state's peach, grape and fruit crops. It is the largest city in Western Colorado, located at the junction of the Gunnison and Colorado Rivers, between Salt Lake City and Denver on Interstate 70. At an altitude of 4,586 feet, warm summers and moderate spring, fall and winter seasons allow for year-round golf, hiking and world-renowned road and mountain biking. Among Grand Junction's spectacular red cliffs and winding canyons are the 11,000-foot Grand Mesa, the world's largest flat-topped mountain, the 7,500-foot Book Cliffs including the Wild Horse Area, and the breathtaking 7,000-foot Colorado National Monument. Nearby Powderhorn Mountain Resort provides downhill skiing in the winter and *New in 2016* - lift accessible mountain biking. Grand Junction lies in the heart of the Colorado-Utah Dinosaur Diamond and the Grand Circle. Surrounded by an abundance of public lands, Grand Junction is also a mecca for hunting, fishing, dirt bike and ATV riding. Other attractions include three national scenic byways, rafting, boating, extensive public art displays, museums, and a vibrant downtown featuring creative culinary options, shopping, Two Rivers Convention Center and the Avalon Theatre. **The Grand Junction Visitor & Convention Bureau** is a department of the City of Grand Junction and is the official *Destination Marketing Organization (DMO)* for the region.