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MOUNTAIN BIKE WORLD CHAMPION 'ROCKS UP' TO SCOTLAND
Global star Steve Peat marks official launch of 2010 Fort William Mountain Bike
World Cup

PLEASE NOTE: launch images are available upon request

Downhill mountain biking's most successful competitor and reigning World Champion Steve Peat rolled into Scotland today (Monday 22nd March) to mark the official launch of the UCI Fort William Mountain Bike World Cup 2010.

Sheffield-born Steve stopped off north of the border to show off the world-class skills that have led to him being crowned the most successful Downhill competitor ever, (with more than 50 podium results in World Cups and World Championships) and helped to kick-off ticket sales for the 9th annual World Cup.

He and hundreds of other professional mountain bikers will return to the scenic Scottish Highlands on 5 - 6th June 2010, for the multi award-winning event – an adrenaline-packed weekend of world-class Downhill and 4-Cross action which this year features a new Downhill Rock & Roll theme.

As he prepares to head off around the globe on the competitive mountain bike circuit, Steve said he can't wait to get back to Fort William: "Scotland has some of the best biking terrain in the world, and there's a real enthusiasm for the sport here which always makes for a brilliant atmosphere. It always helps to have a vocal UK crowd – especially when I'm going to be defending my title!"

Last year's event attracted more than 18,500 fans to Fort William, and generated an estimated £2.5 million* for the local economy.

Mike Jardine of organisers Rare Management said the World Cup is much more than a sporting event: “Steve’s such a hero in the mountain biking community we’re sure the crowds will be even bigger as they come to cheer him on as reigning World Champion. It’s all shaping up for a really entertaining and exciting two days, both for fans of the sport and those who’re simply after an action-packed day out or weekend away.”

Tickets for the UCI Mountain Bike World Cup are now on sale at the new look event website www.fortwilliamworldcup.co.uk where event-goers can also find out more about this year’s programme, tickets, the course and competitors as well as travelling to the event and accommodation in the local area.

Ends

Notes to Editors

The award-winning UCI Mountain Bike World Cup, now in its ninth year, is a key fixture in Scotland’s sporting calendar and has been voted the best mountain bike event in the world by the International Mountain Bike Trade Team Organisation (IMTTO) four times and the UCI teams have voted it the best Downhill and 4X World Cups a record-breaking 5 times.

The Fort William event is one of a series of nine World Cups taking place across Europe and North America, from April to August.

The two days of competition are a huge celebration of mountain biking and the World Cup Village creates a family friendly festival atmosphere with loads of activities and entertainment to keep everyone captivated the whole weekend. All the World Cup events will take place in or around the Nevis Range ski area and the Leanachan Forest, 9km from Fort William.

The UCI Mountain Bike World Cup 2010 is supported by Event Scotland, VisitScotland, Highland Council, Forestry Commission Scotland and Nevis Range and is sponsored by Monster Energy, Teva, Alpine Bikes and Buff Headwear.

Ticket prices:

In order to attend the World Cup on Saturday and Sunday you will need to have a valid ticket.

Tickets can be purchased in advance. This is the way to get the best price and to guarantee gondola(1) access.

Tickets are scheduled to go on sale on 23 March. Register for email updates to hear as soon as the system is ready for bookings.

Please note: Last posting date for tickets is Friday 28 May.

You should be able to purchase on the day tickets at the event but the chances of getting tickets with gondola(1) access on the Sunday may be limited.

World Cup Pass

Valid 3 days Fri (training only), Sat, Sun

Multiple gondola trips per day (limited off peak access on Sunday)(2) / Entry to training and/or competition / Entry to Event Village / Shuttle bus between Nevis Range and Fort William (not Friday).

Free copy of Official Event Programme

Type of Ticket	Advance Purchase
Adult	£41.00
Child (6-17)	£21.00
Family (2 Adults, 1-4 Children)	£95.00
Children (Under 6)	FREE

Weekend Pass

Valid Sat and Sun

Multiple gondola trips per day (limited off peak access on Sunday)(2) / Entry to training and/or competition / Entry to Event Village / Shuttle bus between Nevis Range and Fort William.

Type of Ticket	Advance Purchase	On-Site Purchase
Adult	£34.00	£37.00
Child (6-17)	£17.00	£18.00
Family (2 Adults, 1-4 Children)	£85.00	£90.00
Children (Under 6)	FREE	FREE

Single Day Pass

Valid Sat or Sun

Multiple gondola trips per day (limited off peak access on Sunday)(2) / Entry to training and/or competition / Entry to Event Village / Shuttle bus between Nevis Range and Fort William.

Type of Ticket	Advance Purchase	On-Site Purchase
Adult	£18.00	£19.00

Child (6-17)	£10.00	£11.00
Family (2 Adults, 1-4 Children)	£44.00	£47.00
Children (Under 6)	FREE	FREE

Single Day Pass – No Gondola

Valid Sat or Sun

Entry to training and/or competition / Entry to Event Village / Shuttle bus between Nevis Range and Fort William.

Type of Ticket	Advance Purchase	On-Site Purchase
Adult	-	£13.00
Child (6-17)	-	£7.50
Family (2 Adults, 1-4 Children)	-	£29.00
Children (Under 6)	-	FREE

Footnotes:

1. The gondola is the uplift system, which travels above the DH course, taking competitors and spectators the 2.6km and 550m up to the start of the DH.
2. Multiple gondola trips are subject to availability. There may be large queues for the gondola at certain times on the Sunday, so plan your use of the gondola carefully on this day.

www.fortwilliamworldcup.co.uk

For more information, images or to arrange any interviews please contact Emily Moyes, Gemma Cobb or Danny Parker at Stripe Communications on 0131 561 8628 or mtbworldcup@stripecom.co.uk.

