



2013 MOUNTAIN BIKE HAITI FACT SHEET

- WHAT:** A four-day Mountain Bike Stage Race requiring each participant to fulfill two days of bike “ecosystem” building, followed by two days of riding
- WHY:** MTB Ayiti blends social responsibility with riding in a celebration of Haitian culture and landscape, while heightening global awareness of Haiti’s outdoor and adventure tourism opportunities
- Please reference the MTB Ayiti brochure for expanded insights on our mission and value proposition
- WHO:** Exclusive offering for 75 riders, both professional and amateur participants
- WHERE:** Port au Prince, through La Visite National Park, ending in Jacmel (Haiti)
- WHEN:** First Annual Haiti Ascent Mountain Bike Stage Race: January 30 – February 2, 2013
- MEDIA:** Serac Sports Production on Universal Sports Network
- Aired during 2013 Summer Sports Season (air dates TBA)
- Universal Sports currently reaches 35 million households
- Print & Online Editorial Media
- National Geographic Adventure Blog (online)
- Elevation Outdoors magazine
- Additional media TBA
- Cycling media and selected lifestyle media will be invited
- Event will provide photo and editorial content, on request
- PROMOTIONS:** - Package print/video/photo and distribute to bloggers
- Social Media / Freelance Blogs
- Create campaigns via Twitter, Facebook, Google+, Pinterest, etc.
- Event Website/ Haitian Tourism & Visitors Website
- HOSPITALITY:** Light Food and Beverages for Sponsors and Media
Special Accommodations Negotiated by Request
Accommodations: TBA
- MANAGEMENT BY:** Travelcology / Off-Piste Partners / Plus 3 Network / Pilarcitos Cyclesports