

KENDA CUP WEST



KENDA CUP EAST

SPECIALIZED

Press Release-

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U.S. Cup answers the call for unity within cycling community.

The U.S. Cup presented by Specialized has answered the call to support both **cross-country and gravity riders** at the up coming **Kenda Cup West/PRO XCT tour round** at Fontana on March 28th-29th. In a collective effort to give back to the sport and honor its different disciplines, the U.S. Cup has decided to provide **Kenda rider swag bags to both cross-country and gravity racers.**

The first 250 cross-country riders and the first 250 gravity riders to pre register for the event online will receive a complimentary Kenda rider swag bag, **plus one ticket good for a free IN-N-OUT cheeseburger, drink and chips.** Rider's who are among the first 250 to pre register in cross country and gravity events respectively, will be able to **redeem their IN-N-OUT burger coupon on Sunday from 12pm-3pm, just in time to watch the fastest male and female cross-country and gravity riders slug it out for Sunday's main events!** Additional IN-N-OUT burgers will be available for purchase during Sunday's event for riders, industry, friends and family.

The Kenda Swag bag will be loaded with product from U.S. Cup series sponsors including: a U.S. Cup series water bottle, **Static XC # plate, PRO XCT event T-Shirt,** and sample product from **H2O Overdrive, KMC, E.S.I. grips, E2 Hydro, Dedicated Athlete, Kenda, Mountain Bike Action, GU** and other series sponsors.



Gravity riders will also receive a gravity specific event T-Shirt like their cross-country brethren, plus a drink sample from energy drink company Ex drinks; who will be supplying product specifically to the gravity rider swag bag.

Also back by popular demand is Speed Television's Jason Britton and his "No Limit" stunt show, which will take place at 1:30pm on Sunday in the street cul-de-sac at the Fontana venue. **Britton and his team will perform some of the most insane street bikes stunts aboard their custom Kawasaki 600 street bikes prior to the weekend's main event-the men's PRO XCT tour race at 2:15pm. Grab a burger,**

bring the family and don't miss it!

Lastly hot off the presses, the U.S. Cup's will run a full blown gravity specific series within the U.S. Cup for 2010. Details are still in the works, but gravity riders would have a comprehensive series to crown both **Pro and amateur champions in 2010,** much like the U.S. Cup series is offering cross-country racers competing in 2009. Stay tuned as more gravity details and venues are released in the following days and weeks to come!

