



FOR IMMEDIATE RELEASE  
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**Pro cyclist Chris Horner announces**  
**Cascade Gran Fondo cycling event in Bend, Oregon**

(BEND, Ore.)—Chris Horner, a world class road cyclist and resident of Bend, Oregon will kick off the first Cascade Gran Fondo fundraising cycling event in Bend this August. This announcement comes on the heels of Horner’s best season, which was highlighted by a top 10 finish at the Tour de France, road cycling’s version of the Super Bowl.

Gran Fondos are long-distance, mass participation cycling events popular in Italy. They’re open to recreational and competitive cyclists alike.

“I’m excited to be able to host the Cascade Gran Fondo in Bend this summer,” said Chris Horner, professional cyclist for Team RadioShack. “It will be a great opportunity for riders from all over the world to come together and explore one of my favorite rides, as well as enjoy all of the fantastic things Bend has to offer.”

The Cascade Gran Fondo will take place August 18-20, 2011 and is expected to draw more than 1,000 riders. Thursday, August 18 will include a Q&A session with Chris and other members of the cycling community. Friday, August 19 will involve a VIP dinner for participants, community members, sponsors and top fundraisers. Saturday, August 20 will be the big ride in conjunction with an all day expo and outdoor festival. Proceeds from the ride and the fundraising efforts of the riders will go to support Livestrong, Mount Bachelor Ski &

Education Foundation, and World Bicycle Relief.

“Visit Bend is honored to partner with the Cascade Grand Fondo and we’re thrilled Chris would choose Bend, Oregon as the site of this exciting new event,” said Doug La Placa, President and CEO of Visit Bend. “This is a great opportunity to introduce Bend to cyclists from around the country, and provide a significant economic boost to Bend’s economy.”

Bend, Oregon is no stranger to national recognition for its extraordinary outdoor recreation opportunities. In recent years, Bend has been named America’s Top Adventure Town (*Men’s Journal*), best trail running town (*Outside*) one of the country’s Top Five Ski Towns (*Travel + Leisure*), and #1 mountain biking town in the United States (*Mountain Bike Action*), “bona fide climbing town” (*National Geographic Adventure*), and one of the Top 10 Fly Fishing Towns in the U.S. (*Fly Fisherman*).

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor’s Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit [www.visitbend.com](http://www.visitbend.com).

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