

MEDIA RELEASE

For Immediate Release



New Sponsor and Elite Riders Join Cape to Cape MTB

With just a few weeks until the inaugural event kicks off at Cape Leeuwin Lighthouse Augusta, Cape to Cape MTB is pleased to announce ASCEND Proven Sports Proteins as another event sponsor.

Throughout the four-day Cape to Cape MTB, **ASCEND** will host the **ASCEND Recovery Centre**, providing complimentary products as well as support services from sports medicine professionals to assist recovery.

Stewart Davey, International Marketing and Sales Manager for **ASCEND**, said **ASCEND** was proud to sponsor the Cape to Cape MTB and was happy to be able to provide all competitors with the latest products to make sure that they compete to their full potential.

Representing **ASCEND** in the Cape to Cape MTB will be tough mountain bike duo Jason Jackson and Ash Thomas. Mr Davey said he was both delighted and proud to be involved with Jason and Ash, who have both been members of the Felt Racing Team since 2006.

"They are both very resilient riders who are making their mark in the sport," Mr Davey said. "Last year they secured a hard fought win in the 2007 Anaconda Chase the Sun MTB Series, Event 1 and earlier a third place in the 2006 Scott Australian 24hr MTB Championships."

Jason and Ash are among a strong contingent of riders travelling from the eastern states for the inaugural Cape to Cape MTB. They join official event ambassador Niki Gudex, who recently finished first in the 2008 Pixie-Cross World Championships and ninth in the 2008 All Mountain World Championships; 2008 World Solo 24hr Mountain Bike Champion James Williamson; and former World Mountain Bike Championship representative Niki Fisher.

James said he and partner Niki Fisher were looking forward to heading to the west coast for the event. "Having done plenty of travelling and racing overseas this year, I'm super excited about the Cape to Cape MTB in Western Australia," James said. "These mountain bike tours are getting more and more popular for their relaxed vibe and awesome atmosphere. The Cape to Cape MTB will offer a unique opportunity to have fun on the bike and check out the spectacular scenery of the Margaret River region – it looks to be a memorable week!"

