

2012 World 24 Hour Mountain Bike Championships Canmore Alberta Awarded twice the Adrenalin

Canmore, Alberta – (September 7, 2011) – The very best one-day endurance mountain bike riders from more than 20 countries will converge in Canmore September 13– 17, 2012 for 24 hours of grit, endurance and determination with the return of the World 24 Hour Mountain Bike Championships.

Twenty4 Sports Inc. President Stuart Dorland announced that Canmore, Alberta Canada would host the 2012 Championships.

"It is fitting that 'Canmore – Alberta' host the new format since it was the original home back in 1999" said Dorland. "From what has been discussed with the community I'm confident these Worlds will be a resounding success."

September 13– 17, 2012 will mark the first time the W24C will take place solely on it's own however with a few new additions. "A number of years ago we tested the team concept and its time to include those categories as we look to the future of 24 Hour endurance racing globally." said Dorland. Categories for 2012 will include solo (male and female elite, single speed and age group) plus a two-person open and three-person coed category.

"We love putting on the 24 Hours of Adrenalin race every July in Canmore," says 24 Hours of Adrenalin founder Stuart Dorland. "Each year we sell out our spaces in record time and increase the numbers of spectators. Canmore is a gem in the heart of the Canadian Rockies and we are excited to announce the return of World's to where it all started, but as a stand alone event in September."

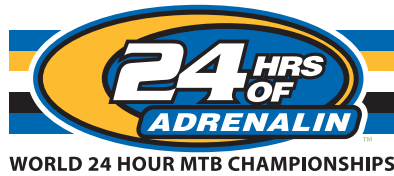
"We are thrilled that the race organizers are bringing the event back to Canmore. It is somewhat of a homecoming as the first-ever World's were held in Canmore in 1999," says Canmore Mayor Ron Casey. "We celebrated the 10th anniversary back in 2008 and we are looking forward to building the excitement for the next year and welcoming the athletes into our community."

"The world championships are followed by international media and this is an opportunity to show the world that we truly are an outdoor recreation playground and the perfect venue to host world-class events," says Andrew Nickerson, president and CEO of Tourism Canmore Kananaskis."

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For more information on the 2012 World 24 Hour Mountain Bike Championships, visit www.24hoursofadrenalin.com/worldchampionships





About World 24 Hour Mountain Bike Championships

First started in 1999 the W24C brings together the best endurance athletes in the world. Inspired in 1994 by a sole solo athlete the championship tests what is possible over a 24-hour period. The W24C has the largest gathering of International athletes challenging themselves and teammates to answer the following: “Only those who will risk going too far can possibly find out how far one can go.”

About Twenty4 Sports

For 18 years twenty4 sports has fostered the growth of 24-hour events throughout North America and influenced the category growth worldwide with it's 24 Hours of Adrenalin series and the W24C. Twenty4 Sports is a full service 'turn-key' company with a strong track record of brand development across various marketing and media partnerships.

Media & Athlete inquires can be directed to

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About Tourism Canmore Kananaskis

Tourism Canmore Kananaskis is an action oriented destination-marketing organization and is the official tourism bureau for the Town of Canmore. TCK has been promoting the unique and authentic Canmore Kananaskis visitor experience since 1997 and has been instrumental in building the region's reputation as a world-class tourist destination.

Media inquiries can be directed to

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Tourism Canmore Kananaskis

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