

Sea Otter Canada - A New Cycling Festival for 2019

By Kate Loweth

MONTEREY, Calif. (DATE) The Sea Otter Classic announced today it has entered into a joint venture with Toronto-based group Sea Otter Cycling Canada Inc. to launch *Sea Otter Canada*.

Sea Otter Cycling Canada has significant event and mass participation experience ranging from production of FIS World Cup events to national cycling, running and obstacle course series. The first annual Sea Otter Canada Festival will be held in beautiful Blue Mountain, Ontario on July 4-7, 2019.

Sea Otter Canada visitors can expect to see many of the same events and activities that they have grown to love at the Sea Otter Classic in Monterey, CA: Mountain Bike racing (Dual Slalom, Downhill, Enduro, XC Short Track and Pump Track); Road Cycling events (Criterium, Gran Fondo, Gravel, Hill Climb and Stage Race) along with Hub & Spoke recreational rides will be included. In addition, children's activities, an expansive product expo and entertainment program are just some of the highlights for the whole family to enjoy at Sea Otter Canada.

Other events created and produced by the Sea Otter Cycling Canada team include the FIS Ski Cross World Cup at Blue Mountain, the Spartan Race Series Canada, the Everest Challenge at Blue Mountain, and the R2//NYC (an 800-km cycle challenge from Toronto to New York City).

"We are thrilled to have the opportunity to work with Sea Otter Cycling Canada Inc. to introduce our celebration of cycling to the Canadian market," said Frank Yohannan, president and CEO of the Sea Otter Classic. "Reaching more cyclists and outdoor enthusiasts has been the long-standing goal of Sea Otter. Blue Mountain is the perfect location for us to be able to expand our reach to the Canadian cycling community."

About *Sea Otter Classic*

Regarded as the world's largest cycling festival, this four-day "Celebration of Cycling" hosts nearly 10,000 professional and amateur athletes and 70,000 fans. The 29th Annual **Sea Otter Classic** takes place April 11-14, 2019 at the Laguna Seca Recreation Area, Monterey, California. For more information, contact Sarah Timleck at sarah@seaotterclassic.com or call (800) 218-8411.

About *Sea Otter Canada*

The cycling festival will be hosted at the Blue Mountain resort, a short two-hour drive from Toronto. The Blue Mountain region has emerged as the number one destination for both mountain biking and road cycling in Ontario and is already host to a number of large-scale cycling events. Blue Mountain is a world class resort located on the shores of Georgian Bay offering a beautiful backdrop for both mountain and road events. The quality of the sports infrastructure and the range of available tourist services is unparalleled in Ontario. Outdoor enthusiasts and all levels of cyclists, from the recreational rider to professional athletes, will enjoy the offerings of Sea Otter Canada. For more information, contact Jesper Wahlberg at jesper@surgarmedia.ca or call (416) 994-6615.