



Bicycle is Our Middle Name

**Media Information
FOR IMMEDIATE RELEASE**

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QBP

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QBP Announces Global Fat Bike Summit Strategy for 2016

Quality Bicycle Products has announced that it will be hosting Regional Fat Bike Summits in 2016 rather than a single Global Fat Bike Summit as it held 2012 through 2014. While the focus will remain on winter use of fat bikes, the smaller regional approach will allow a more tailored experience to attendees.

“With variations in who owns public lands, and differences in snow textures and compaction rates, we think it makes sense to partner with existing fat bike races or festivals to host smaller, regionally focused Summits,” explains QBP’s Advocacy Director Gary Sjoquist. “We want to continue to drive fat bike access on behalf of the industry. In the past, Summit content has focused on introducing public land managers to fat bikes (including demo rides), quantifying sales and demographic info of riders, and providing an overview of fat bike singletrack grooming techniques.”

While fat bike use is restricted in certain national parks, state parks in Wyoming and Idaho and several U.S. forest units are offering groomed singletrack for fat bikes. “It’s pretty cool when land managers take what they learn at our summits, purchase grooming equipment, and then create new places for fat bikes to be ridden,” says Sjoquist. “And as a prominent federal land manager said to his staff last winter, ‘these things are not going away. We need different management strategies to deal with them. It goes to show that our Summits are making a difference.’”

For 2016, QBP will be supporting the following Regional Fat Bike Summits in conjunction with races and festivals the same weekends:

1. **Crested Butte Regional Fat Bike Summit** Friday, January 28, in conjunction with the Fat Bike Worlds, Crested Butte, CO, Saturday, January 29 and Sunday, January 30.
2. **Fat Bike Summit of the North** Friday, February 19, Marquette, MI, includes 906 Polar Roll Fat Bike race on Saturday, February 20, and shuttle rides Sunday, February 21.
3. **Ogden Regional Fat Bike Summit** Friday, February 26 in conjunction with USA Cycling Fat Bike Nationals at Powder Mountain in Ogden, UT, Saturday, February 27.

In its constant effort to further advocacy efforts, QBP has assisted in hosting four Fat Bike Summits in various locations including West Yellowstone, ID in 2012; Island Park, ID in 2013; Ogden, UT in 2014; and Jackson, WY in 2015. For questions about QBP’s Fat Bike Summit strategy for 2016, please contact QBP’s Advocacy Director, Gary Sjoquist at garys@qbp.com. Look for more information as it becomes available at www.fatbikesummit.com.



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About QBP

Quality Bicycle Products is in the business of bikes. From developing and building a diverse portfolio of our own brands to distributing the top names and best products in the industry, we're doing our part to further bike kind. With distribution centers in Minnesota, Utah, and Pennsylvania, QBP serves a network of more than 5,000 independent retailers. We strive to be an extraordinary business to partner with and to work for, and we have made good on that goal for more than 30 years. From our extensive advocacy efforts to our energy efficient facilities everything we do is aimed at making the world a better place and getting more butts on bikes. For more information about QBP, visit our website or contact Director of Marketing Ryan Johnson at 952-941-9391, ext. 1236 or rjohnson@qbp.com.

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