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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Event: Mountain Bike Race

Date: February 23-24, 2013

Location: Flat Rock Ranch, Comfort, TX

STORM Presents the 14th Annual Hill Country Mountain Bike Challenge

Flat Rock Ranch will host the 14th Annual STORM (South Texas Off Road Mountain-Bikers) Hill Country Mountain Bike Challenge, to be held on February 23 & 24. Flat Rock Ranch is located about 5 miles from Comfort, Texas at the end of Flat Rock Creek Road.

- Mountain bike races for all skill levels
- Creek Side Marketplace featuring local vendors
- Primitive camping available
- Bed & Bike: The Little Rock House
- \$7 day use per person / \$10 per night to camp per person
- Dogs are not allowed at Flat Rock Ranch

Ranch owners Jimmy & Terri Dreiss would like to invite the public to participate in a weekend of mountain biking and outdoor fun! Mountain bikers looking to test their endurance can sign up for several races throughout the weekend at all skill levels and age groups. Pre-registration at bikereg.com is recommended. Spectators are encouraged to bring their lawn chairs and noise makers and cheer on the riders at the start/finish line. Spend the day or stay the weekend – primitive camping (including

outdoor hot water showers) is also available first come, first served. Please email for RV hook-up availability.

The schedule of events includes: On Saturday the 23rd - The Enduro Race at 12:30 pm, The First Time Racer Clinic at 1:00 pm, and the Kid's Kup at 2:00 pm. The Cross Country race will begin at 9:00 am on Sunday the 24th. Trails will be open all day on Friday and Saturday for pre-riding, then closed Sunday until after the race. Race participants are encouraged to arrive early the day of their race to avoid traffic delays.

New to the event for 2013, is the "Creek Side Marketplace" featuring a variety of local vendors. Open 10am till dusk on Saturday and 8:30am to 5pm on Sunday, visitors can shop for arts and crafts, or engage with business owners and professionals providing useful information and services from the surrounding Hill Country areas. A local food vendor will be on hand and beverages are sponsored by Pedernales Brewing Company.

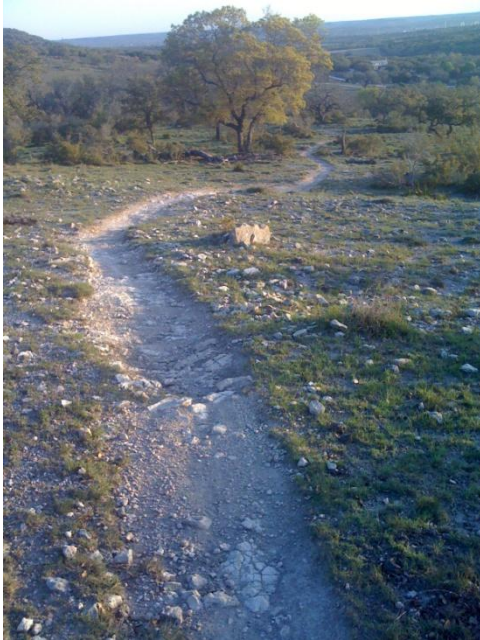
For visitors who aren't too keen on camping, but love the great outdoors, Flat Rock Ranch offers their Bed & Bike: The Little Rock House. This quaint country cottage is located on premise near the original family ranch house with easy access to bike trails. The Little Rock House features 2 bedrooms which sleep 6, a full kitchen, bathroom and cable TV. Reservations can be made through Gastehaus Schmidt and a 2 night minimum is required.

Flat Rock Ranch has been owned and operated by the Dreiss family for over 100 years. The ranch consists of 1300 rugged acres and is home to Black Angus cattle and Angora goats. Since 1999, STORM has built and maintained over 27 miles of sweet single-track trails with epic switchback climbs, technical sections and sustained descents. The undulating single-track filled "Lower Loop" includes Pipeline Hill, The Evil Worm, Crazy Ivan and Terri's Trail. The rocky and technical "Upper Loop" includes Mount Park, Flint Hill and the Mad Bomber.

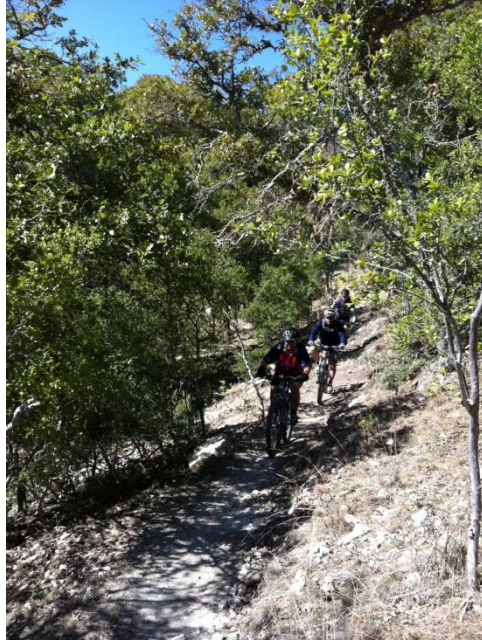
This event will occur *rain or shine*. Helmet must be worn at all times while on bike. Dogs are not allowed at Flat Rock Ranch. Liability waiver must be signed upon entrance regardless of intention to ride. All visitors must pay land access fee.

Bloggers and journalists are encouraged to call or email Jimmy Dreiss for interviews and/or custom quotes. The following photos may be used in your publications:

Section of Trail:



Mountain Bikers on Trail:



Mountain Biker on Trail:



Camping Area:



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