

Bucharest, April 26, 2017

CARPATHIAN MTB EPIC
invites you to conquer the wild Carpathians

*Registrations for the Romanian 3 Stage Race
will open on Thursday, May 4*

September 21-24, Cheile Gradistei - Fundata Resort, Romania

The ultimate mountain bike adventure in Eastern Europe is here and will push everyone's limits! Three race stages with incredible challenges, 157 kilometers of riding through amazing scenery and 5,750 meters of climbing, all for conquering one of the last genuinely wild regions in Europe in a 4-day event: **CARPATHIAN MTB EPIC!** It's *Wild*, it's *Rugged* and it's *EPIC*.

This EPIC adventure, organized by MPG Romania and scheduled for **September 21-24, 2017**, challenges internationally ranked professional MTB cyclists alongside experienced as well as aspiring, avid community riders to test their skills and satisfy their desire for amazing experiences while pushing their limits to the edge. The competition is all about self challenge and experiencing the most EPIC tracks, set in the heart of the Carpathians.

Whether you choose to take on the **4-day EPIC**, starting with the Prologue on the **21st of September**, or immerse yourself in the authentic **1-day Challenge** on the **24th of September**, we promise to excite you with limit breaking experiences set in the heart of the last genuinely wild regions in Europe – the Carpathian mountains in Romania. Whoever accepts the invitation in this amazing adventure will have the opportunity to explore the Bucegi and Piatra Craiului Natural Parks, with green and cooling valleys and stunning peaks revealing breathtaking views, and admire the natural monuments like Babele and the Sphinx.

CARPATHIAN MTB EPIC will have a broad promotion campaign that will include live broadcasts on various TV stations - Pro TV and Sport.ro - and radio, as well as advertisements in printed and online publications as well as social media. Each viewer will have the opportunity to find all the information about the event in real time and feel the excitement of the competition.

CARPATHIAN MTB EPIC is supported by **Banca Transilvania** and **Gatorade**, as Official Sponsors, and is designed as a SOLO full-service MTB stage race, the only one of this kind in Romania. The event will set camp at Cheile Gradistei – Fundata Resort, in Brasov County, a

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pleasant 3 hours drive from Bucharest, the Capital of the country. The MPG team is dedicated to offer to all contestants a seamless and worry-free ride with a high quality „eat, sleep & ride” race pack which covers everything from 3* accommodations in the Olympic-level Race Village to nutrition and meal plans, complete race services on site and on course and top it all over with hours of pleasant relaxation and great entertainment programme. The mission is to help riders focus on the competition and enjoy the experience to its fullest.

The [4-day EPIC](#) includes a Prologue, which is an optional qualifying race, and 3 daily stages. The Prologue held on Thursday, September 21st, is an XCO-type qualifying race, only 6 km long, whose results will be used to determine the competitors order at the Start line for the 1st stage. Each of the 3 stages is run on a distinct cycling route:

- **Stage 1 on Friday, the 22nd of September – 58 km, with 2,140 m of climbing**, with Start line in Sinaia city and Finish line in the Race Village, Cheile Gradistei – Fundata Resort, Brasov County;
- **Stage 2 on Saturday, the 23rd of September – 54 km, with 1,830 m of climbing**, with Start/Finish in Race Village, Cheile Gradistei – Fundata Resort, Brasov County;
- **Stage 3 on Sunday, the 24th of September – 45 km, with 1,780 m of climbing**, with Start/Finish in Race Village, Cheile Gradistei – Fundata Resort, Brasov County.

Each competitor will have a comprehensive set of high quality services and benefits, including: race entry, number and timing chip from MyLaps; a cycling jersey with a special design - **CARPATHIAN MTB EPIC 2017** edition; a basic insurance policy, accommodation, breakfast, recovery meal, dinner & acces to all themed parties and a farewell lunch in the last day of the contest; feeding and hydration points at the Start/Finish area and on routes with water, isotonic beverage, fruits and other energy foods; storage facilities & locker rooms; bicycle technical services, as well as medical and emergency services both in the Race Village and on the routes; bike wash; transport from the Race Village to the Start line in Sinaia, in the first stage on the 22nd of September; Finisher metal medal, with an original design, at the end of every stage. Moreover, there are many surprises and activities accessible to all participants in the Race Village.

All standard benefits and additional options, such as bike pick-up & care after crossing the Finish line of each stage, premium technical services or a relaxing massage, which can be included in the competition package, are fully detailed on the official competition page, in the [Experience](#) section.

The [1-day Challenge](#) takes place on **the 24th of September** on the same course as the 3rd Stage of the 4-day EPIC event. It is a 45 kilometers race offering the chance to all aspiring

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riders, who are not ready to embrace the EPIC 4-day journey, a great entry point to this amazing experience, in a condensed package.

The efforts of the fastest riders to conquer the Carpathians in this spectacular adventure at **CARPATHIAN MTB EPIC** will be rewarded with a generous [prize pool](#) of **12,540 Euro** and products whose total value reaches an estimated amount of **30,000 Euros**.

[Registrations](#) will open on **Monday, the 15th of May 2017** and can be submitted exclusively on the official website, available both in English and Romanian: www.carpathianmtb.ro. Riders can access a special registration fee during [the early bird period](#). Afterwards, the package prices will gradually increase, the last day available to enter this competition being September 10, 2017.

To qualify for the **CARPATHIAN MTB EPIC** competitors must be 19 years of age on the first day of the race. Furthermore, in order to be able to relate enthusiastically and realistically about this event, limited participations are also open to the media representatives on the basis of an early request for [accreditation](#), experience in sport coverage and cycling and guaranteed media exposure.

We benefit from the confidence and support given by **Banca Transilvania** and **Gatorade**, the Official Sponsors of the event, along with Mega Image as Sponsor and with the following Official Suppliers and Partners: BOSCH, GoldNutrition, World Class, SUUNTO, Romanian Cycling Federation and Cheile Gradistei. **CARPATHIAN MTB EPIC** Supporters are AmBike - Ambulance for Bicycles, Romania Salbatica and NTD Films. KISS FM - the Official Radio, Libertatea - Ringier Media Holding, FreeRider.ro, eJobs as Recruitment Partner, Biciclistul.ro, Inga Media, Comunicatedepresa.ro and BikeFM.ro are the Media Partners which offer us full support in communication and sharing all the news with the public.

Book your place and get ready for a unique experience at **CARPATHIAN MTB EPIC!**

For technical information about the event and races, please contact us through the special form on the official page of the event at the Contact section, click [here](#). The media representatives' accreditations are submitted online by filling in the special form on the official page of the race in the Press section, click [here](#). For topics exclusively related to Communication & Promotion, please write to media@mpg.com.ro or elena.vavilov@mpg.com.ro.

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About MPG:

2017 is a special year for the Media Production Group (MPG), the organizer of CARPATHIAN MTB EPIC. The sports marketing company celebrates its 20th anniversary, creating, innovating and developing successful media projects and sports concepts on the Romanian market, designed to attract the public to recreational sports as a healthy and fun way of spending leisure time.

MPG is the largest independent investor in recreational sports events in Romania and has successfully brought together the largest community of amateur athletes, currently enlisting more than 80,000 members. The company has designed and implemented unique concepts of multi-sport competition systems, using complex IT communication platforms. MPG coordinates 5 Sport & Entertainment projects, with more than 750 events held in 70 cities of Romania, Bulgaria and The Republic of Moldova, offering participants unique and memorable Sportainment experiences: Riders Club - www.ridersclub.ro - mountain bike competitions; RUNFEST - www.runfest.ro - running events, from city to trail runs; Tennis Partener - www.tenispartener.ro - 450+ tennis tournaments; Tennis10 - www.tenis10.ro - 250+ tennis tournaments for children up to 10 years old; Romanian Corporate Sports (www.corporatesports.ro) - championships for company teams. The newest event launched in 2017 is CARPATHIAN MTB EPIC, a cycling stage race, with a special format - www.carpathianmtb.ro.

Over the past 10 years, MPG has implemented over 4,000 sporting events and launched communication campaigns with specialized media. More details about MPG you can find on www.mpg.com.ro.
