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For Immediate Release



Contact: Eric Engelbarts
(616) 233-3563

**FOUNDERS BREWING COMPANY TO TITLE SPONSOR
MIDWEST MOUNTAIN BIKE SUMMIT**

*Western Chapter of the Michigan Mountain Bike Association Release
2009 Midwest Mountain Bike Summit Schedule of Events*

Grand Rapids, Michigan, March 31, 2009 – The Western Chapter of the Michigan Mountain Bike Association (WMMBA) announced that Founders Brewing Company will title sponsor the 2009 Midwest Mountain Bike Summit that will take place on May 29-31, 2009 at Cannonsburg Ski Area (6800 Cannonsburg Rd NE) in Belmont, MI. The three-day Summit, which was recently added to the Dirt Rag Magazine World Tour, will provide educational and networking opportunities to over three hundred mountain bicyclists, trail builders and advocates from across the Midwest.

Current Summit Sponsors Include:

Title: Founders Brewing Company
Day: Ditchwitch, Velocity
Activity: Rays, Arcadia Brewing Company, West Michigan Sports Commission, Ada Bike Shop
Midway: Dirt Rag Magazine, Trek, Fisher, Specialized, Giant, Kentwood / Chicago Cycling and Fitness, Michigan Youth Cycling, Mavic Helmets, Scott Helmets, Uvex Helmets, Village Bike Shop
Corporate: Bells Brewing Company, Kisscross, FORC - 2011/2012 Summit Hosts

Sponsorships are still available. For more information please visit the Midwest Mountain Bike Summit website at www.MidwestMtBSummit.com and click on sponsors.

About WMMBA:

The WMMBA has over 180 active members. In 2008, chapter volunteers performed over 2200 hours of trail maintenance, trail building, trail site clean-up, and other activities to enhance the quality of trail experiences for Michigan mountain bikers, hikers and other user groups. The Chapter serves the counties of: Kent, Montcalm, Mecosta, Barry, Allegan, Ottawa, Muskegon, Oceana, Newago, Manistee, Mason, Ionia, Lake and Osceola.

About Founders Brewing Company:

Founders Brewing Company, founded by Mike Stevens and Dave Engbers produced its first beer in November of 1997. Built out of a dream and a passion for home brewing, what started out as a hobby quickly became a thriving business.

About West Michigan Sports Commission:

The West Michigan Sports Commission's main goal is to promote Michigan's West Coast as the premier venue for hosting a diverse level of youth and amateur sporting events, enhancing the economy and quality of life in the region.

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SCHEDULE OF EVENTS

Thursday, May 28, 2009

Welcome Reception

- Comfort Suites North, 350 Dodge Street, Comstock Park, MI
- Pig roast provided by Crane Dance Farms
- Beverages from Founders Brewing Company & Arcadia Brewing Company

Friday, May 29, 2009

Summit Begins

- Educational topics include:
 - Winning grants: Grant writing tips from the grant maker's perspective
 - City / park master plans: The importance of understanding and participating in the planning process
 - The benefits of multi-use natural surface trail systems on your urban trail systems: Understanding and promoting the economic local economy
 - Club care: Building and sustaining successful clubs and chapters
 - Gateway trails: Broaden the recreational offerings in suburban and urban communities
- IMBA trail school begins (1st day):
 - Speakers include: Ryan Schutz from IMBA, Kevin Marley from CAMBRwest, Ken Freestone from WMSA and Kelly & Collins Bishop from IMBA.

Saturday, May 30, 2009

Trail Building Clinics with Festival Atmosphere

- Trail building clinics include:
 - Mechanized trail building with Ditchwitch and Stihl powered equipment
 - Trail armoring: Working in soft soil and unsustainable grade
 - Technical trail features: Adding oomph to your trails
 - Chainsaw safety: Safe operation of your chainsaw
- IMBA trail school (2nd day)
- Food, raffles, music from local bands, bike demos and organized rides on local trails
- Video / photography contest: Attendees may submit photographs and digital "YouTube" style videos shot during the Summit with prizes being awarded to the top submissions

Sunday, May 31, 2009

The Epic Ride

- Attendees will cover 3 different trail systems (dirt, roads, and paved trails) over 40 miles of riding. Aid stations provided to fuel-up, optional stops at local businesses for refreshments and shorter ride options will also be available.

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