



Ride.

2019 PRESS KIT

MEDIA CONTACT

Amy Hunter

Pitchfork Communications

503.927.5872

amy@pitchforkcommunications.com



OVERVIEW

Cycle Oregon is an Oregon-based nonprofit organization dedicated to transforming individuals and communities through bicycling. Over the last 30+ years, Cycle Oregon has built a passionate, loyal community of cycling enthusiasts by hosting world-class, fully supported rides through Oregon's most breathtaking landscapes and supporting communities through the Cycle Oregon Fund. For cyclists who want an unparalleled Oregon bicycle experience at their own pace, Cycle Oregon offers a unique perspective of the state, all the while managing every last detail.



For many who come from around the United States and the world, completing Cycle Oregon’s weeklong *Classic* ride is a “bucket list” experience. For others, the ride is an annual pilgrimage to new places and an opportunity to reconnect with friends. *Classic* is more than a ride—it’s an unparalleled opportunity to explore on two wheels.

For 2019, Cycle Oregon is hosting three fully supported rides that offer something for everyone: *Classic* is an epic weeklong journey showcasing some of Oregon’s most spectacular vistas, pristine waters and fine Oregon hospitality; *Joyride* is a first-class, women-only ride through Willamette Valley’s wine country offering short, medium and long routes; and **GRAVEL** is a two-day tour of gravel and paved roads through scenic rolling hills and rugged back roads.

www.cycleoregon.com

[#ridecycleoregon](https://twitter.com/ridecycleoregon)

2019 CYCLE OREGON LINEUP



Crater Lake & Central Cascades September 7-14, 2019

(Registration deadline: August 13)

For 2019, the organization's flagship seven-day ride lives up to its 'Classic' name with its return to Central Oregon, where cyclists will be immersed in some of Oregon's most iconic and stunning natural landscapes. The loop includes the majestic Cascade Mountains, three of the country's most scenic rivers and Crater Lake—the sapphire jewel of Oregon's only national park. One of the top fully supported rides in the country, *Classic* attracts cyclists from around the United States and the world.



Dufur, Oregon May 17-19, 2019

(Registration deadline: May 7)

Now in its second year, Cycle Oregon's GRAVEL ride lets cyclists experience the challenges and scenic beauty of riding roads less traveled—both gravel and paved—while being fully supported, Cycle Oregon-style. This year's ride is based out of the historic farming town of Dufur, Oregon, in the sunny eastern Columbia River Gorge. The route includes stunning expanses of high prairie and forested foothills of Mount Hood. Riders will get views of wildflowers, wheat fields, Mount Hood and Mount Adams around nearly every corner.



Independence, Oregon June 22, 2019

(Registration deadline: June 11)

Cycle Oregon's one-day celebration of women and bikes is heading to Independence, Oregon, in the heart of the scenic Willamette Valley. Women cyclists of all ages and ranges of experience can choose among three different fully supported rides (18, 40 and 64 miles) amongst rolling hills, orchards, vineyards and wide-open farmlands, and return to delicious, locally sourced food and libations, plus live bands. New for 2019 *Joyride* is the option to add a six- to seven-mile gravel section to the medium and long rides.



Ride stats:

Total distance: 490 miles (without Crater Lake option: 430.3 miles)

Total elevation gain: 30,656 feet (without Crater Lake option: 24,186 feet)

Find more information, including route details, at www.cycleoregon.com/ride/classic.

Classic fun facts:

Since the first ride in 1988, 62,000 riders have participated in Cycle Oregon's *Classic*.

Each year, the weeklong event attracts cyclists from almost all 50 states and countries around the world, including Canada, Germany, Italy, Norway, Great Britain and France.

Thirty *Classic* rides have taken place since 1988; only six cyclists have completed them all.

Participating in *Classic* rides has become a tradition for many cyclists: On average, 20 percent of participants have taken part in more than eight *Classic* rides.

The age range of Cycle Oregon *Classic* riders is 8 to 82 years old. The average rider is 53 years old.

At least two couples have tied the knot during Cycle Oregon *Classic*.



Total distance day 1:

Long: 65.3 miles (47% gravel, 53% pavement), 5,061 feet of elevation gain

Short: 31.8 miles (67% gravel, 33% pavement), 2,140 feet of elevation gain

Total distance day 2:

Long: 63 miles (53% gravel, 47% pavement), 5,216 feet of elevation gain

Short: 33.2 miles (61% gravel, 39% pavement), 3,118 feet of elevation gain

Find more information, including route details, at www.cycleoregon.com/ride/gravel.



Ride stats:

Short: 17.8 miles (188 feet of elevation gain)

Medium: 39.9 miles (1,080 feet of elevation gain)

Medium with gravel option: 36.3 miles (1,013 feet of elevation gain), 6 miles of gravel road

Long: 63.6 miles (2,113 feet of elevation gain)

Long with gravel option: 63.0 miles (2,213 feet of elevation gain), 6.9 miles of gravel road

Find more information, including route details, www.cycleoregon.com/ride/joyride.



HISTORY

The rubber first hit the road in 1988, when Cycle Oregon welcomed 1,000 people on its first organized bike ride. The goal was to bring like-minded cyclists together for a picture-perfect ride, all the while lending economic support to small towns along the way. The weeklong, fully supported ride from Salem to Brookings was a huge success. What was supposed to be a 50-person event attracted more than 1,000 riders. By the second year, Cycle Oregon doubled its participation. In 2004, Cycle Oregon created a second, shorter event, the WEEKENDER, and in 2016, *Joyride*, a one-day, women-only event, made its debut. In 2018, GRAVEL was introduced as a two-day event geared toward a younger demographic who love exploring roads—both paved and gravel—less traveled.

Cycle Oregon's co-founders are Jonathan Nicholas, a columnist with *The Oregonian*, and Jim Beaver, an innkeeper in Ashland, Oregon. They shared a passion for cycling, a love of exploring the beautiful state of Oregon, and a strong desire to support rural communities across the state.

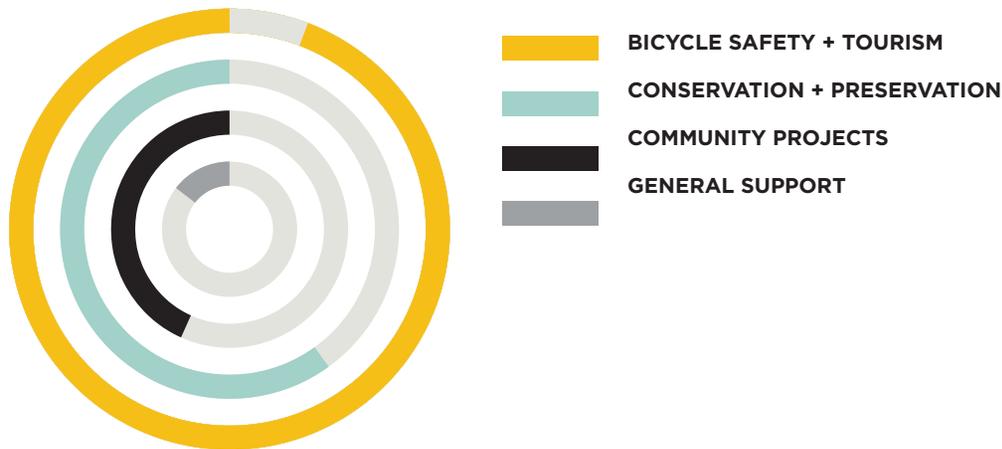
Today, the Cycle Oregon team, which includes a staff of five, a dedicated board of directors and hundreds of volunteers, is focused on these same core values.

COMMUNITY IMPACT

Cycle Oregon is an Oregon nonprofit championing the economic vitality of the state, and dedicated to transforming individuals and communities through bicycling. Proceeds from the ride go to the Cycle Oregon Fund, which helps preserve and protect the special places of Oregon, and supports community development projects in the regions through which the organization rides.

The Cycle Oregon Fund is maintained by the Oregon Community Foundation (OCF). The Cycle Oregon board recommends grant opportunities to OCF to award through the Fund. Since the Cycle Oregon Fund was established in 1996, the organization has awarded 303 grants totaling \$2.2 million to communities and organizations throughout the state. Community grants support projects and programs throughout Oregon in three key areas: Environmental Conservation and Historic Preservation, Bicycle Safety & Tourism and Community Projects.

COMMUNITY GRANTS AWARDED BY CATEGORY





2018 grant projects include:

- Landscaping and accessibility work at Wallowa Band Nez Perce Trail Interpretive Center
- Support the building of a new bike/ski hostel in Baker
- Maintain and grow the Elgin Opera House’s youth actors program, which provides music, dance and theater opportunities to underserved youth in rural Eastern Oregon
- Support the Community Cycling Center’s Andando en Bicicletas en Cully (ABC) Program in Portland
- Replace and improve community athletic facilities in Crescent

The 2019 grant cycle will be open September 23 – October 21, 2019.

Proceeds from *Classic* and other Cycle Oregon rides benefit projects and organizations in local communities. To date, the Cycle Oregon Fund, established in 1996, has awarded 303 grants totaling \$2.2 million to nonprofit organizations throughout Oregon.

The Salmonberry Trail

Widely known as Oregon’s most ambitious rail-to-trails project, the Salmonberry Trail will eventually provide a safer route for cyclists traveling between Portland and the Oregon Coast. Over the last four years, Cycle Oregon has donated \$250,000 and has pledged to raise \$1 million in total for this ambitious project.



ECONOMIC IMPACT

Cycle Oregon hires community groups to provide a wide range of services—from assisting with gear-hauling and site clean-up to serving as rest-stop and information-booth staff—at events. They are a huge reason why our rides are successful year after year. And, communities benefit from an influx of cyclists who buy gear, food and other necessities when they ride through town. On average, participants spend \$250 in local communities during Cycle Oregon's *Classic*.

LEADERSHIP

Steve Schulz, Executive Director



Steve has been the Cycle Oregon pacemaker as executive director since 2008. Steve's first Cycle Oregon experience was in 2001, when he participated in the weeklong Classic that visited the Steens Mountain area. From then on, he was hooked, and he has participated in 16 *Classic* rides and counting.

Growing up in rural Wyoming, Steve understands the challenges of rural communities and the opportunity for events and bicycle tourism to not only provide economic impact, but to help facilitate constructive change within these communities for years to come. Steve's greatest reward in his professional career has been helping to transform lives.

Prior to joining Cycle Oregon, Steve was in the fitness and adventure industry for over 20 years as the founder and CEO of STRADA, a successful athletic training and coaching organization. He currently is a senior fellow of the American Leadership Forum and the board president of the Bicycle Tour Network, which collectively represents hundreds of recreational bicycle tours, events, and destinations throughout the world collaborating for successful and safe administration of cycling events and tours and the promotion of bicycle tourism.

When not traveling throughout the beautiful state of Oregon looking for routes unknown, Steve enjoys spending time with his family—including his loyal Labradors—playing music, exploring the backcountry, and wetting a line in any available body of water.

J.S. May, Board President



J.S. (John Stuart) May is the managing director for Artists Repertory Theatre in Portland. He is a seasoned fundraising and communications professional and has worked with a wide range of local, regional, national and international nonprofit organizations. Prior to joining Artists Rep, he was the chief advancement officer for the Portland Art Museum, where he leads

development, membership, marketing and government relations efforts and helped raise more than \$500 million.

A graduate of the University of Oregon, J.S. has volunteered for numerous nonprofit organizations and has served multiple terms as president of the board for both the Portland Public Schools Foundation and the Portland Chapter of the Association of Fundraising Professionals. He currently serves as president of the Cycle Oregon board and is a board member for the Cultural Advocacy Coalition. J.S. is an avid yogi, cyclist and reader.