



**Northwest NC MTB Alliance**

P.O. Box 18

Lenoir, NC 28645

[www.rideNWNCTrails.com](http://www.rideNWNCTrails.com)

**FOR IMMEDIATE RELEASE**

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## **Community Support Needed to Help Win Grant Funding for Mountain Bike Trail Project**

**MOUNTAIN CITY, Tenn.** – The Doe Mountain Recreation Area (DMRA) has been selected as a Top 12 finalist for a Bell Built Grant offered by Bell Helmets and the International Mountain Bike Association (IMBA). Bell Helmets will be giving away \$100,000 for building three mountain bike facility projects across the country.

The Northwest North Carolina Mountain Bike Alliance (The Alliance) has partnered with primary Bell Built applicant and neighboring IMBA Chapter, SORBA Tri-Cities, to bring destination-quality mountain biking the tri-state area at Doe Mountain in Mountain City.

Grant funding will be awarded to three projects receiving the most votes from the general public during a specified voting period. Four project entries each from three IMBA Regions have been selected as Top 12 finalists. Voting for the three East Coast Region projects (including DMRA) will take place May 5-18, and the link to vote will be available on the Alliance website [www.rideNWNCTrails.com](http://www.rideNWNCTrails.com) beginning May 5. Other finalists from the East Coast Region include projects from Ellicottville, N.Y.; Richmond, Va.; and Atlanta, Ga.

“Doe Mountain is a special opportunity,” says Alliance president, Paul Stahlschmidt. “Through our partnership with SORBA Tri-Cities we plan to help bring an epic facility to the area.”

SORBA Tri-Cities applied for the grant to help fund a new “flow” trail at DMRA. “This project gives us the opportunity to build a type of trail system that currently doesn’t exist in our region,” states Anthony Duncan, SORBA Tri-Cities president. “Our region lacks true beginner mountain bike trails, and also lacks a lot of new-school-type riding that includes what we call ‘flow’ trails. Flow trails are trails that are designed to be smooth and flowing, allowing riders to keep and control their speed with rolling grade dips and berms.”

“With the support of the community, along with the economic and community impact these trails will have on Mountain City, I believe we have a great chance of winning,” says Johnson County Mayor Larry Potter, chairman of the Doe Mountain Recreation Authority. “We’ve enjoyed the enthusiasm that the mountain bike community has brought to this project and we believe they can help us build a world-class mountain biking destination.”

### **About Doe Mountain Recreation Area**

Doe Mountain is a 8,600-acre tract of land purchased by the state of Tennessee and managed by the Doe Mountain Recreation Authority. The mountain is home to outdoor recreational opportunities that will soon include mountain biking. The mountain bike trails planned for Doe Mountain will begin directly behind the visitors’ center on Harbin Hill Road and will eventually offer visitors up to 40 miles of dual-use trails. The flow trail will be built by IMBA Trail Solutions with help from volunteers of SORBA Tri-Cities and the Alliance.

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### **About Northwest NC MTB Alliance**

The Alliance is a chapter of IMBA's Southern Off-Road Bicycle Association (SORBA) and is a 501(c)(3) non-profit educational organization. The Alliance mission is to promote land access, trail preservation, and new trail development on the federal, state, and local lands in geographic area of Northwest NC's mountains and foothills.

Founded last fall, the Alliance is quickly growing with 75 members. The chapter is working to help build and maintain trails in several locations, including the communities of Boone, Hickory, Lenoir, Marion, Morganton, and Wilkesboro. For more information, visit [www.RideNWNCTrails.com](http://www.RideNWNCTrails.com).

### **About IMBA**

The International Mountain Bicycling Association (IMBA) is a 501(c)(3) non-profit educational association. Their mission is to create, enhance and preserve great mountain biking experiences. IMBA's worldwide network includes 35,000 individual members and 750 chapters. For more information, visit [www.imba.com](http://www.imba.com).