

**February 28, 2024**

Media Contact:

Kate Ellyson

Marketing Coordinator, Greater Grand Junction Sports Commission

970-248-1378



For Immediate Release

## **RIDES & VIBES TO PARTNER WITH THE CYCLE EFFECT**

**(Grand Junction, CO)** – Entering its third year, Grand Junction Rides & Vibes Mountain Bike and Music Festival is announcing new partnerships with a focus on supporting local cycling organizations. The **Grand Junction Sports Commission (GJSC)** will once again lead the efforts in producing this event and is optimistic this year will return the event to pre-pandemic levels in total riders, festival attendees, and overall economic impact for the region.

“This has been a pretty wild journey from day one,” said **Ben Snyder, Executive Director of GJSC**. “Our organization took on this event with the sole focus of supporting our local community. Where we are now, headed into year three, I could not be prouder of our team’s efforts and the momentum we’re building ahead of this year’s event.” Snyder continued and stressed the important role that community partnerships have played in making this happen. “From our partnership with Downtown Grand Junction to all of the support we receive from our public safety partners, it takes a lot of collaboration and support from these groups.”

A familiar face in the mountain biking community has been announced as a strategic partner for 2024. **The Cycle Effect (TCE)**, whose mission is to empower young women through mountain biking to create brighter futures and build stronger communities, will play a major role in the event with the hope of raising awareness and support.

“We could not be more excited to work with the Grand Junction Sports Commission in helping to make this awesome event happen,” said **Jaz Oeinck**, Mesa County Manger with TCE. “We know our girls will have a blast participating and this will grow their love of the sport.” Snyder echoed the group’s excitement, “as I met with their team, I quickly realized this is an incredible fit and that each organization will greatly benefit from this partnership.”

The Cycle Effect will have a big presence at the event scheduled to take place on May 10-11, 2024. From on-course volunteers, aid station support, and the decorations headquarters for the community crit, participants will be able to learn more about TCE and how they can get involved. A percentage of registration revenue will also go to support TCE.

Additionally, Grand Valley Youth Cycling (GVYC) and the Colorado Plateau Mountain Bike Trail Association (COPMOBA) will have a large presence at the event and receive financial support. Event dates are May 10-11, 2024, and more event information or registration details can be found online at [www.gjridesandvibes.com](http://www.gjridesandvibes.com).

---

**About Greater Grand Junction Sports Commission**

Focused on driving sports tourism to the area and creating opportunities for the residents of Mesa County, the Sports Commission partners with and produces sporting events on a local and national level.

**About The Cycle Effect**

The Cycle Effect is a nonprofit organization with the mission of empowering young women through mountain biking to create brighter futures and build stronger communities. The Cycle Effect works to provide young women equal opportunity and access to the sport of mountain biking by offering community and mentorship opportunities while promoting physical wellness.