It’s On: Mayor’s Mountain Bike Challenge Returns to Redding

Northern California city to host annual event highlighting region’s vast trail system

REDDING, Calif. (March 2019) – From April 1 to May 31, Redding will host the third annual Mayor’s Mountain Bike Challenge (MMBC), providing riders with a chance to experience 200-plus miles of trails in one of the country’s most naturally beautiful regions. Set amidst a stunning backdrop of Northern California wilderness dotted with lakes, rivers, volcanoes and waterfalls, this friendly competition is free and caters to all ages and skill levels.

Participants must finish three or more rides in any of the categories of beginner, intermediate or advanced in order to complete the challenge, and each category has between four and six trails. By completing the challenge, riders will eligible for special prizes and be entered into the challenge cash raffle.

“This is a truly awesome event that highlights the incredible beauty of Redding and the surrounding areas,” says Mayor Julie Winter. “As a Mayor and a longtime resident, I love that it provides our local residents and visitors with a really unique way to experience the trails and natural beauty our area has to offer.”

Official MMBC Passports and trail maps are offered at every local bike store in the city, at the Redding Convention and Visitors Bureau and online at the MMBC website. Following the ride, participants can drop off their passports at Redding Recreation at City Hall or at the Convention and Visitors Bureau.

For more information, please visit www.mayorsmtbchallenge.org.

About Redding, CA
Situated at the northern end of the Sacramento River Valley, Redding is the hub city in Shasta Cascade and is located just two hours north of Sacramento and three hours northeast of San Francisco. Averaging 300+ days of beautiful weather a year, Redding offers outdoor adventure and attractions for every age, along with great wine, food, sporting and cultural events, dining, lodging and entertainment. The great Sacramento River runs through the center of town, helping earn Redding the reputation of being one of America’s great kayaking destinations. Nearby scenic lakes, rivers, state and national parks, including Shasta Lake, Whiskeytown National Recreation Area and Lassen Volcanic National Park, make Redding a fantastic base-camp for exploration in Shasta Cascade. Redding is conveniently located at the crossroads of I-5 and California state routes 299 and 44. For more information or to order a visitor’s guide, visit www.visitredding.com, like our Facebook page www.facebook.com/VisitReddingCA or find us on twitter at www.twitter.com/visitreddingca.

About Shasta Cascade
California’s hidden gem, the Shasta Cascade region offers 25 percent of the state’s land mass with just three percent of the overall population. Covering an area roughly the size of Ireland, the Shasta Cascade region is the perfect place to enjoy the great outdoors. Comprised of eight rural counties historically known for being part of the pioneer gold rush in the mid-1800s, this majestic region of Northern California is abundantly scattered with lakes, rivers, mountains and historic mining towns, and includes
Lassen Volcanic National Park, two national monuments, six national forests and seven California state parks offering unforgettable fun and adventure. This area offers a wide variety of opportunities for outdoor recreation with magnificent landscapes that include towering volcanoes, alpine ranges, and glaciers, waterfalls, lush forests, pristine lakes, and roaring rivers. Shasta Cascade is easy to get to by auto, air, or Amtrak, and offers an off-the-beaten-path experience where people discover the abundance of nature in one of the few unspoiled areas remaining in California. For more information or to request a visitor’s guide, visit www.shastacascade.com, like our Facebook page www.facebook.com/ShastaCascade, or find us on twitter www.twitter.com/ShastaCascade.

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