The **BC BIKE RIDE NORTH, ‘The Ultimate Road-trip Experience’** will connect 100 mountain bikers from all over the world on a tour of **6 Northern British Columbia communities exploring 12 distinct trail networks.**

This full service, mobile, event-style tour will include transportation by plane, train, and coach bus covering more than 1800 kilometers in an action-packed road-trip of a lifetime. Our experienced **BC BIKE RIDE** crew will seamlessly orchestrate all the logistics just as we have become internationally famous for over the last decade at the BC Bike Race. Meals will be prepared with fresh local ingredients and there will be unlimited local craft beer. You will enjoy the convenience of having your tent put up, your custom BC BIKE RIDE duffle transported, and all your daily travel between towns taken care of. Most importantly - access to the trails will be made easy**.**

In early August, the days are long up North and our goal at **BC Bike RIDE** is to max out each day with as much fun as humanly possible, right until the last embers of the campfire burn out. Together, we will be a nomadic tribe of fun loving mountain bikers exploring the great Northern Corridor trails of **Williams Lake, Prince George, Burns Lake, Smithers, and Terrace** with a bonus ride on the famous **North Shore** of **Vancouver** to kick off your week. The end of your journey will be complete with a traditional salmon banquet at the historic ***Cassiar Cannery***, where history and nature meet by the estuary of the mighty Skeena River within the Great Bear Rainforest Conservancy. After you have ridden your ass off for 7 days with your new long-lost friends, relax and enjoy available nature tours including: whale watching, jet boat tours, or deep sea fishing that will be organized for you. The ***Cassiar Cannery***, one of the *“Top 10 Most Unique Places to Overnight in British Columbia”*, is your gateway to adventure on the North Coast and world famous **Haida Gwaii**.

**It’s an exciting era in British Columbia for diversity in purpose built mountain bike trails and NORTHERN B.C. is the new frontier for destination mountain biking.** Geographically, Northern British Columbia is larger than California, yet there are more bears than people! The people are hearty, warm and adventurous. The bears…they are wild and they roam free. The mountain bikers you will meet are proud of their handcrafted trails and they are excited to introduce you to their stashes of prime singletrack that relatively few people have ever ridden.

**The globally recognized and iconic logo of the BC Bike Race is affectionately named** **B.O.B**., which stands for ‘**Bear On Bike.**’ BOB has been the proud symbol for BC Bike Race for 10 years. In his 11th year, **BOB** is on the move and starting to roam…. and he is heading way up North! You see BOB loves BC singletrack and his standards are extremely high for both trails and customer service. We’re being cheeky here, but what you can expect at BCBR – RACE or RIDE – is endless BC singletrack and excellentservice. That’s what **BOB** represents to us and we adhere to his standards. **Our Goal at BCBR is to provide a mountain bike event-style adventure that rivals or exceeds ‘the best week of your life.’**

**What’s the difference between BC Bike RACE and BC Bike RIDE?**  At our RACE things are a bit more structured. You are being timed on a set course that everyone follows and drives the ambitious goal of becoming an official BC Bike Race Finisher. In any race, you typically would not ‘session’ a feature or re-ride a trail that you really liked – time is of the essence and you must keep going! But at BC BIKE RIDE, you will have that freedom. **It’s about exploration on your own terms and about picking** **your own adventure each day.** We get you there and show you the way, but **YOU** get to choose how, what, and how much you want to ride. There will be recommended routes, detailed maps, local guides, and shuttles to get to the trails. XC, Epic, DH, Enduro, freeride, dirt jumping – in BC, we just call it all ‘mountain biking’. **However you define your individual riding style, you will enjoy this adventure on your terms.**

**What is the best type of bike for this adventure**? We recommend a modern all-mountain trail bike (5 to 7 inch travel) that can be ridden all day to get you across, up, over, and down some sweet BC singletrack. This is truly an **‘all-mountain’ adventure**.

Northern BC lies within the territories of a stunning diversity of Indigenous Nations who have lived on and cared for the land since time immemorial. The BC Bike Ride will pass through the lands of numerous Nations including the Tsilhqot’in, Secwepemc, Nazco, Lheidli T’enneh, Carrier Sekani, Wet’suwet’en, Gitxsan, and Tsimshian. We strive to create experiences that are respectful and acknowledge the First Nations upon whose territories we ride. **The BC Bike RIDE** will include unique opportunities to experience and learn about Indigenous culture, heritage, and gain a deeper understanding and appreciation of their history and spiritual connections to the land.

Join the BCBR crew and other like-minded mountain bikers on the maiden voyage of the BC BIKE RIDE in Northern BC – coming **August 5 – 13, 2017**. Your ultimate road trip experience awaits! **We only have 100 spots available** for our inaugural tour and it will be a very special event. This new venture is the result of many years of dreaming and planning, so we are excited to finally launch it and start our next decade of adventure tourism in BC. Come make your own history with us this Summer. You may even witness the Northern Lights if you do!