



Media Contact:
Craig Randall
Verde PR & Consulting
970 - 764 - 7474
craig@verdepr.com

Ellsworth Sponsors 15th Annual 24 Hours of Moab

Full Fleet of Ellsworth Bikes Available For Racers and Attendees to Demo

RAMONA, CA (October 6, 2009) – Ellsworth Handcrafted Bicycles, a market leader in technology innovation and sustainable business practices, will sponsor the historic 24 Hours of Moab race this October 10th and 11th. Along with providing funding for the event, Ellsworth will have a full demo trailer at the race with bikes for racers and attendees to test.

Ellsworth will also provide race support for Pua Sawicki, the company's longtime sponsored professional who is aiming for overall victory, a third National title in as many years, and a Guinness Book record for the most miles ridden in 24 hours. Fans can guess the amount of laps and miles Sawicki will complete for the chance to win a \$4,000 prize package from her sponsors, including an Ellsworth "Enlightenment" frame. Enter the contest, dubbed "Pontificate Pua's Pedaling", on www.teammata.com.

"Where else can thousands of riders come together to put equal demands on both body and bike? We're a proud sponsor and supporter of this race as it combines all of the characteristics we value as a company and as people: determination, beautiful environments, beautifully designed bicycles, and fun," company founder Tony Ellsworth said.

The 24 Hours of Moab race is the last stop in the National Point Series Championships after holding previous races at Big Bear Lake in West Virginia, and 9 Mile County Forest in Wausau, WI. In addition to being the championship race for the Point Series, the event will also count as the AMTRI world championships and USAC national championships.

Established in 1995, 24 Hours of Moab has been growing larger and larger every year with teams from all over the world competing in the unique terrain of the Utah desert. This year's race boasts more than 4,000 racers, support crews, and spectators.

Among the top-named riders attending, Sawicki is an odds-on favorite for the win. She recently finished on the podium of the marathon World Championships and is a stalwart on the endurance racing scene. Sawicki has also been crowned the USA Cycling Series Champion and USA 24 Hour solo champion multiple times over her career.

The top endurance bike from Ellsworth is the updated “Truth.” With 18 years of perfected function and geometry, the 2010 Truth boasts SST (shaped, swaged, and tapered) tubing and a custom tuned “Project Black Dress” shock to maximize the flawless design of the frame’s motion ratio. It’s the lightest, fastest, and most responsive Truth to date. Sawicki has used this bike in her most recent races and calls the bike’s performance “insane.”

About Ellsworth Handcrafted Bikes:

Ellsworth Handcrafted Bikes is a designer and manufacturer of the highest quality mountain, road and recreational bicycles. The company is known for its craftsman-style approach to bike design and manufacturing, and is the holder of multiple design patents. On the web: www.ellsworthbikes.com and “@ellsworthbikes” on Twitter.

Ellsworth Bikes: Energy, Efficiency and Environment.