



A benefit for Aspen Youth Center



**Saturday, September 10, 2011**  
**SNOWMASS MOUNTAIN**  
**7 a.m.—7 p.m.**

[www.12hoursofsnowmass.com](http://www.12hoursofsnowmass.com)

SOLO • DUO • TRIO • OPEN (up to 8 riders)

## WHAT IS 12 HOURS OF SNOWMASS?

An exciting twelve hour mountain bike race on Snowmass Mountain, CO. Choose to ride solo, in teams of two, three or an open team (up to 8 riders). The intermediate course designed by Nat Ross of Pro Bike Center has great climbs, descents and plenty of single track to keep everybody smiling!

**"I LIKE RACING. IT COULD BE LOCAL, IT COULD BE 12 HOURS OF SNOWMASS....." LANCE ARMSTRONG, OUTSIDE MAGAZINE, 2009**

## A BENEFIT

100% of the proceeds benefit Aspen Youth Center

**A**SPEN YOUTH CENTER is a drop-in youth center providing after school, summer and outreach programs for youth in grades 4-12. The center provides a safe and supportive place for youth to connect, learn and grow. AYC serves over 1,200 unduplicated youth each year in after school, summer and outreach programs. Research shows that children who participate in programs like ours are less likely to participate in risky behaviors and gain positive academic, social and health benefits! 28% of the families we serve in our valley have a household income under \$45k. With the help of an anonymous donor our entrance has been free since June 2010! This allows all youth to participate regardless of their financial situation. For more information, go to [www.aspenyouthcenter.org](http://www.aspenyouthcenter.org) or call Sarah at 970-544-4133.



## PRODUCT DONATION (prizes for our top fundraisers)

Riders can sign up to fundraise for the Aspen Youth Center. We offer prizes for those riders who raise a significant amount of money. The prizes are advertised on our website ([www.12hoursofsnowmass.com](http://www.12hoursofsnowmass.com)) and given out at awards ceremony. This is a great way to market your product to outdoor enthusiasts.

|   | <b>Hardtail \$2,500</b><br>(donation of 10 products valued at \$250/each) | <b>Single Speed \$1,000</b><br>(donation of 10 products valued at \$100/each) |
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| Name and logo listed on <a href="http://www.12hoursofsnowmass.com">www.12hoursofsnowmass.com</a> as a prize sponsor, with a link to your company. | X   | X   |
| Announcers emphasis on your company during race   | X   | X   |
| Banner signage at event   | X   | X   |
| Tax deductible donation   | X   | X   |
| Opportunity to include product or marketing material in racer welcome bags  | X   | X   |
| Race entry  | Trio team   |   |
| Welcome bags  | 3   |   |

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[www.12hoursofsnowmass.com](http://www.12hoursofsnowmass.com)