

The Ultimate Uttarakhand Himalayan MTB Challenge 2019

Dehradun, 16th April: Uttarakhand Tourism Development Board, the Cycling Federation of India and IDIPT are jointly organizing the fourth edition of The Ultimate Himalayan Mountain Terrain Biking Challenge from 18-26 April, 2019. This 564 km long Expedition across 8 districts in the State, will pass through the hilly terrain and the beautiful regions of Uttarakhand. This huge race has witnessed a registration of 135 National bikers and 25 International bikers from Germany, Indonesia, Iran, Malaysia, Nepal, Sri Lanka, Singapore and Thailand. The participants will zoom through Nainital, Almora, Kausani, Rudraprayag, New Tehri, Chinyalisaur and Dehradun. The event will be inaugurated on April 17th in Nainital whereas the closing ceremony will be held in Dehradun on April 26th.

The Program Director of IDIPT and Additional Chief Executive Officer of Uttarakhand Tourism Development Board, S.S. Ravi Shankar shared his opinions, *“The purpose of this program is to promote International Tourism in the State. Attempts have been made to showcase the potential of the state as an ideal location for mountain biking. We are overwhelmed with the response that we have received on national and international level. Encapsulating all the diverse elements will surely develop the State into the ideal destination for adventure tourism”.*

The Qualifying round of competition will be held in Nainital on 18th April. Post that, participants will race to Kausani from Almora on 20th April, Rudraprayag from Kausani on 21st April, New Tehri from Rudraprayag on 22nd April, Chinyalisaur from New Tehri on 24th April and finally till Mussoorie from Chinyalisaur on 25th April, which will be the last leg of the race.

So far, more than 160 participants have registered for this event, which includes men and women from national and international circle. Winners of each stage will be rewarded as per their best time, in their category. The final three winners will be awarded in a ceremony which will be held in Dehradun on 26th April, 2019. Besides this, to promote this adventure sports among the youth, the management has proposed a special award for the young participants.

This MTB challenge has gained its popularity through the constant promotion. This event also has an official mascot, his name is Barfi. He is very popular among the people. The mascot was placed at different local sites from time to time to gain attention of the demographic and to create a brand recall.

The official sponsors for the Ultimate Uttarakhand Himalayan MTB Challenge 2019 are Garhwal Mandal Vikas Nigam, Kumaon Mandal Vikas Nigam, Pacific Mall (Dehradun), Allahabad Bank, HDFC Bank, Siidcul, Swajal and FLY videos. For more information on this MTB Challenge, please visit the official event page of Uttarakhand Tourism.