

## **PRESS RELEASE**

For Immediate Release

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## **Epic Relays Expands Relay Series to the Rocky Mountains of Colorado.**

Denver, CO – Epic Relays announced today it will expand its 24 hour running relay series to a third relay in 2011 - the Epic Rocky Mountain Relay from Woodland Park, CO to Crested Butte, CO (Woodland Park is 15 miles west of Colorado Springs, CO).

The Epic Rocky Mountain Relay is set to take place on July 22-23, 2011. Teams will travel 180 miles through four national forests while passing four 14ers to Colorado's wildflower capital and last great ski town, Crested Butte.

In announcing the new relay, Epic Relays' President, Michael Papworth said, "We're excited to bring a new relay to our home state of Colorado and introduce Epic to the most active people in America. The running scene across the state is thriving and our hope is to add an Epic team running experience to an already unparalleled landscape."

The town of Crested Butte couldn't be happier about being home to an Epic finish. "Crested Butte, Colorado's last great ski town, has long been a mecca for outdoor adventure, and the entire community is incredibly excited to welcome Epic Relays to town next July. The spirit and beauty of Crested Butte and the surrounding area make for a perfect finish, as Epic Relay runners will be able to relax and enjoy all of the area's attractions and recreational opportunities," said Scott Still, Crested Butte Events Director.

In addition to The Sports Authority, the new relay introduces an additional Colorado-based sponsor to Epic Relays - Forza Fitness and Performance Club. In describing the new sponsorship, Forza General Manager, Erin Adesso said, "Our mission to infuse fitness, health and performance to Colorado athletes aligns perfectly and we look forward to a valued relationship." Going forward the Epic training tips and schedules will be powered by Forza's professional staff.

To learn more about the Epic Rocky Mountain Relay visit [www.epicrelays/rmr-home](http://www.epicrelays/rmr-home).

*Epic Relays has been creating Epic running relay experiences since 2007. Other 24 hour relays in their series include the Epic Oregon Relay from Portland to Eugene, OR and the Epic Cache-Teton Relay from Logan, UT to Jackson Hole (Teton Village), WY.*

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