

Subject: [Fwd: Re:]

Date: Thu, 07 Jul 2005 14:38:50 -0700

From: Brian Platts <bplatts@shaw.ca>

To: Corrie Kost <kost@triumf.ca>

----- Original Message -----

Subject: Re:

Date: Thu, 07 Jul 2005 14:25:17 -0700

From: M E Craver <mecraver@shaw.ca>

To: Ernie Crist <ernie_crist@dnv.org>

CC: "FONVCA (E-mail)" <fonvca@fonvca.org>

Who told us that mountain biking was a money maker?? --MC--

[NSMB.com Forums](#) :: [The Shore](#) :: **Some sad news about JOYRIDE**



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Yesterday, 06:02 PM

#1

cam@nsmb.com
administrurbator

Some sad news about JOYRIDE

See below. So sad - it was such a cool event.



Join Date: Nov 2002
Location: The North Shore
Posts: 1,875
 Offline

One month out, and the organizers of the original mountain bike freeride event JOYRIDE have pulled the plug on the July 30th 2005 event at Sun Peaks Resort. **Lack of external sponsorship and growing financial obligations has brought the 5th annual festivities to a grinding halt.** Sun Peaks Resort provided a top-notch venue for Joyride, **but the event has fallen short in the quest to raise cash.**

"It's a major disappointment", says Joyride founder and director Paddy Kaye, "we've come a long way since our humble beginnings and we had hoped to continue and build upon the support generated over the past years". To no avail, Joyride has been unable to secure a major partner and Paddy feels it's time to put the event on hold. The resort backing was in place and the community of Sun Peaks has completely supported the event. But in the end Joyride came short of reaching the budget target.

"It is unfortunate as Joyride is a great event," comments Francis Argouin, Dir of Mktg, SPRC. "The organizers, athletes and event were a welcomed addition to the Sun Peaks bike park. We appreciate and understand that sponsorship is a requirement of events like Joyride and that they are difficult to find. We are hopeful that Joyride will secure the necessary sponsorship next year and again select Sun Peaks as the venue."

The Joyride organization, established in 1997, has achieved many goals and continues to impact the sport as it evolves into a full-blown lifestyle and resort based activity, much like skiing and snowboarding. "The original vision has been accomplished, it may be time to re-think and re-invent our program with the sport of Mountain Biking".

There is a good chance the Joyride event will be back again someday but only under the proper circumstances, as Paddy feels it's only worth it if it provides great value to all partners and has a positive impact on the sport. Joyride has always offered a big cash purse to athletes who make a living on a bike and remains a visionary platform for the young sport of mountain biking.

"I sincerely regret not pulling this off," says Paddy. "Thanks to all who have put time in and support". He can be reached in his office at 1-604-898-1148 or at joyrideinc@shaw.ca

