

Subject: [Fwd: NORCO AND NSMB.COM RECOGNIZES EFFORTS OF NORTH SHORE MOUNTAIN BIKE ASSOCIATION TRAIL BUILDER.]
From: Brian Platts <bplatts@shaw.ca>
Date: Wed, 19 Apr 2006 13:08:52 -0700
To: Corrie Kost <kost@triumf.ca>

Subject: NORCO AND NSMB.COM RECOGNIZES EFFORTS OF NORTH SHORE MOUNTAIN BIKE ASSOCIATION TRAIL BUILDER.

From: NSMBA <info@nsmba.bc.ca>

Date: Wed, 19 Apr 2006 12:57:19 -0700

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CC: NSMBA Trails <trailbuilder@telus.net>, NSMBA President <bader@alumni.sfu.ca>, NSMBA Media <media@nsmba.bc.ca>, NSMBA Marketing <nsmbamarketing@shaw.ca>, NSMBA Administrative <rawessentials@shaw.ca>, petess@norco.com, trishp@norco.com, cam@nsmb.com

NEWS RELEASE

NORCO AND NSMB.COM RECOGNIZES EFFORTS OF NORTH SHORE MOUNTAIN BIKE ASSOCIATION TRAIL BUILDER.

North Vancouver, British Columbia, April 19, 2006 – **Dean Reid**, a volunteer trail builder with the **The North Shore Mountain Bike Association (NSMBA)** received a mountain-bike from Norco and NSMB.com in recognition of his trail-building efforts.

The mountain-bike, a Norco Fluid One, was donated jointly by Norco and NSMB.com to Dean in recognition of his 10-odd years on trail work on the North Shore. The NSMBA aided in coordinating the efforts of Norco and NSMB in furtherance of their gift to Dean.

Sharon Bader of the NSMBA commented that: "Dean is an unsung hero. He's lived in North Vancouver all his life and has been giving back to trails for longer then most people have been biking. His work on the Seventh Secret trail in particular has transformed that trail from a poster-boy for erosion into a sustainable testpiece, able to withstand heavy use".

Dean's reaction was, "Wow! Where's my wife going to sleep tonight?".

According to Pete Stace-smith, PR/Marketing Manager for Norco, "Norco is delighted to support the NSMBA and its tireless volunteers. We are one of the NSMBA's longest-standing supporters and have helped the NSMBA with donations of goods and services throughout the years. We thought this gesture would be appropriate to recognize the contribution of one of the NSMBA's longest-serving volunteers. "

Cam McRae, founder of NSMB.com stated that, "NSMB's mission is " ... to create the most informative and entertaining freeride mountain bike community on the web. " Without trails, there is no mountain-biking. Without mountain-biking there is no community. NSMB is proud to recognize the contributions of Dean to the mountain-bike community."

On behalf of the North Shore Mountain Bike Association

Sharon Bader, President

For additional information; please contact the NSMBA at info@nsmba.bc.ca

Mission Statement: The North Shore Mountain Bike Association is an organization dedicated to the accessibility of trails and support of mountain biking on the North Shore. Be a part of the action by joining up via our website at www.nsmba.bc.ca. Our goals are:

- To keep trails challenging
- To be a voice for mountain biking on the North Shore
- To maintain the trails
- To keep the trails open
- To promote respect for the environment through cooperative trail maintenance & education
- To promote multiple use of trails & etiquette

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