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**TrailWatch.net**



## Press Release-

**Huntington Beach, CA-  
April 1st, 2009**

### **U.S. Cup announces TrailWatch.Net Triple Crown Short Track presented by Escape Adventures**

**The U.S. Cup presented by Specialized** is pleased to announce that it has reached an agreement with **TrailWatch.Net** and **Escape Adventures.Com** to bring back **Pro short track racing** at selected stops of the U.S. Cup series and this is no April's Fool's joke!

**For 2009, the U.S. cup, in conjunction with TrailWatch.Net and Escape Adventures** will offer **three stand alone Short Track events** at Sea Otter, Windham Mountain and the PRO XCT finale in Vegas.

These races will offer Pro's the chance to shake out their legs in the fast paced, hi drama short track arena. Additionally it will draw in the spectators who love seeing the intense bar to bar action that short track offers. **TrailWatch.Net will be offering \$250 at each round for the most aggressive male and female Short Track rider.** This may or may not be the actual race winner, but instead the bonus will go to the rider who instigates the most attacks and who livens the race up!

**"I've been getting a lot of input from the Pro riders, team mangers and industry insiders to bring short track back in any capacity for 2009, responds U.S. Cup marketing director Ty Kady.** "The simple truth is the budget was tapped to offer these male and female Pro riders a short track series and prize money, given we have focused all our energy into legitimizing cross country racing in the U.S. again. However, **Dave McElwaine of TrailWatch.Net and Jared Fisher of Escape Adventures.com** both stepped up to the plate as the naming and presenting sponsors to make this a reality, so I really can't thank them enough. **This is the kind of synergy the U.S. Cup series is all about continues Kady.** "It's our hope to get some more sponsorship dollars for 2010 and run a full blown short track series in conjunction with the PRO XCT tour next year."

"After Dave and Jared said they wanted to do this, I got on the phone with some of the best promoters and venues in the country to see if they were interested. **Jeff Frost, the director Sea Otter** was on board and so was **Rick Hodge of Windham Mountain Resort.** Once I had those guys commitment, I knew our opps guy **Tom Spiegel could pull off the Vegas round,** and so the TrailWatch.Net Short Track Triple Crown presented by Escape Adventures was born."

For the past five years, **TrailWatch.net** has been the leading provider of race photography for North American and World Cup racing. In the fall they switched gears to cover cyclocross right through to the World Championships.

Specializing in western North America, **Escape Adventures.com** is a leader in first-class eco-friendly cycling and multi-sport adventure. In 2006, they became the world's first [carbon neutral outfitter](#), bringing sustainable adventure to all the places they visit, from Alaska to Belize and beyond. From road bikers to mountain bikers, from hikers to multi-sport enthusiasts, from first timers to accomplished athletes, Escape Adventures has just the adventure for you.