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## Williams Lake to Host Provincial Mountain Bike Tourism Symposium

*Williams Lake, B.C.* – Williams Lake will have an incredible opportunity to showcase its trails as the city welcomes hundreds of mountain bikers and industry professionals from across British Columbia to the Provincial Mountain Bike Tourism Symposium this fall.

From Oct. 2nd to 4th, the city will host a diverse group of industry professionals including media, destination marketers, commercial operators, land managers, government and industry representatives, professional riders, and mountain bike advocates.

The City of Williams Lake and the Cariboo Regional District have a long history of supporting mountain biking, and recognize the positive economic impact mountain bike tourism has on our region. A partnership between local governments and the Cariboo Mountain Bike Consortium and the Williams Lake Cycling Club continues to develop mountain biking infrastructure and promotion in the Cariboo.

This partnership, coupled with world class single track, a dedicated local riding community, continued trail maintenance, and a strong relationship with Recreation Sites and Trails BC, helped create the winning bid to host the Provincial Mountain Bike Tourism Symposium in Williams Lake this fall. Eleven communities from throughout BC submitted proposals but unique Cariboo qualities helped Williams Lake win the bid.

Hosting this event will have multiple benefits to the community of Williams Lake and the Cariboo Region through heightened media attention, positive economic impact, and opportunity to showcase the continued hard work and support that has built Williams Lake into a world class mountain bike destination. In addition to the conference itself, the weekend will include guided rides, a social evening, and a film screening.

Mayor Walt Cobb is pleased to have Williams Lake host this event and recognizes the benefits. “Having this group in Williams Lake will not only impact our economy during the symposium, but it will increase tourism and influence the economy in the seasons to come,” he says.

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“Our regional effort to support and promote mountain biking has given the Cariboo a presence on both a provincial and international stage, and the heightened media attention will keep us there,” says Al Richmond, Cariboo Regional District Chair and Area G Director.

The Cariboo Mountain Bike Consortium and the Williams Lake Cycling Club are pleased to have their hard work recognized and have agreed to become sponsor of this event through in kind and cash donation.

“The Cariboo Mountain Bike Consortium has always been about creating partnerships and fostering economic growth,” says Cariboo Mountain Bike Consortium President Thomas Schoen.

“We are thrilled to be a sponsor of this exciting event that will showcase our partnerships with the City of Williams Lake, the Cariboo Regional District, the Williams Lake Cycling Club, the Williams Lake Indian Band and of course the conference host, the Western Canada Mountain Bike Tourism Association. There is a need to present events in the Interior and in the North of BC and we are more than ready to showcase what the local cycling community has accomplished over the past years.”

“The Williams Lake Cycling Club is pleased to have this opportunity to showcase the hard work and the thousands of hours that the local building and riding community have put into our trail network, says Williams Lake Cycling Club President Shawn Lewis. “Most communities have good trails, not many have a network with the diversity and scope that Williams Lake has to offer. Part of our mission statement is to promote mountain biking in Williams Lake as a beneficial economic activity for local businesses, and what better way is there to do that than to invite the Province to our community? We look forward to working with all the partners involved in putting on this MTBA Symposium and anticipate a successful and fun event. “

“We are incredibly fortunate to live in a province that is so well suited to mountain biking, we truly are the envy of the mountain biking world, says Western Canada Mountain Bike Tourism Association (MBTA) Executive Director Martin Littlejohn. “Williams Lake epitomizes the community spirit found in BC that supports mountain biking and we are proud to have it be the location for the symposium in 2015.

More information is available online at [mtbtourismsymposium.ca](http://mtbtourismsymposium.ca). To become involved or to support this event, please contact Martin Littlejohn at 604-254-4266 or [martin@mbta.ca](mailto:martin@mbta.ca).

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