



FOR IMMEDIATE RELEASE

NEW CYCLING FESTIVAL AND EXPO FOR CALIFORNIA
COMMENCING IN FALL OF 2024

The inaugural Gold Country Classic at Frogtown on September 13-15, 2024 features MTB, e-Bike and Cyclocross racing, and a strategic Consumer Expo at the Calaveras County Fairgrounds in Angels Camp, CA.

Fullerton, CA (March 12, 2024) – Just in time for the fall-holiday shopping season comes the ultimate 3-day consumer expo and racing festival in the gold country of Northern California - The Gold Country Classic at Frogtown, a little over one hour southeast of Sacramento, California.

From the town and county that gave famed American writer Mark Twain his start in the 1860's, and the creators of the *Frogtown Classic International BMX Days* (now in its 4th year), comes this logical extension - an explosion of offroad cycling culture and communion taking place from Sep 13-15, 2024.

Following the legendary BMX event on Sep 6-8, the production team will overtake the entire Calaveras County Fairgrounds for a 3-day fun-fest of racing, product exhibition, demos, music and more.

MTB and e-Bike racers will compete on challenging courses throughout the 800-acre ranch behind the fairgrounds, while cyclo-crossers will frog-hop the challenging and spectator-friendly course that rages throughout this unique and historic venue. Bicycles and cycling product will be on display and for sale at indoor and outdoor expos throughout the venue. The demo area will weave around, climb and then descend the super-fun BMX course area created the weekend before. The *Gold Country Classic* is perfectly timed to activate consumers excited for the fall holiday season, and to get excited about 2025 offerings.

Booth pricing begins @\$850 for a 10'x10' (\$283 per day) space and unique marketing spots are available for your company to elevate consumer passion about your latest and greatest products.



“After working with the community of Angels Camp at this wonderful facility for four years, it made sense to create this new event with all it could offer,” says Gold Country Classic Producer/Co-Founder and industry veteran Todd Huffman, “This part of California is awesome and perfect for cycling enthusiasts. Everyone who visits Angels Camp falls in love with Calaveras County”.

Promoters have signed an agreement with Sacramento race organizers *Clipped In For Life* to manage and run all of the competitive events. Events will take place Friday day and night, Saturday day and night, as well as Sunday. The consumer expo opens on Friday and will run through Sunday afternoon. Additional activities for the entire family will be announced soon.

Industry Veteran (and MTB Hall of Famer) Steve Boehmke has been brought on to help companies maximize their opportunities through Sponsorship and Exhibit Space sales. "I've attended the Frogtown BMX event, and let me tell you, the Calaveras County Fairgrounds is "off the charts" with its ability to establish a pre-holiday Classic for offroad cycling at a fun, beautiful, and historic venue. Call me up and let's get this party started!"

Exhibitors and Sponsor inquiries please contact:
Steve Boehmke
e: steve.boehmke@gmail.com
p: (714) 394-5461

To speak to the boss, contact:
Todd Huffman
e: todd@pdmtv.com
p: (714) 305-4945

And visit the “evolving” website RIGHT NOW! at goldcountryclassicbike.com

Thanks a ton. Lets create a new Fall Cycling Classic in the Gold Country. Mark Twain says hi!



Photo by Clipped in For Life

