

FOR IMMEDIATE RELEASE

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Cochrane Toyota Announces Sponsorship of Plaid Goat Mountain Bike Fest

Canmore, AB – Cochrane Toyota, otherwise known as “Tacoma Town”, is excited to announce their sponsorship of Plaid Goat Mountain Bike Fest, an upcoming regional event in Canmore celebrating all things mountain biking from June 23-25, 2017.

Kelly Baum, sales manager of Cochrane Toyota explained, “Plaid Goat is set to become our region’s mountain bike cultural incubator and we want support their vision from the get-go as a founding sponsor. This unique event format will bring people together without barriers and as the whole festival revolves all around fun, it fits who we are as a dealership perfectly.”

Cochrane Toyota will take their sponsorship to the ground level by helping to host festival attendees with shuttles to various trailheads across the Bow Valley. Inside the festival grounds, “Tacoma Town” will have a selection of vehicles on display. To round it all out, a full demo fleet will be available for test rides including Tundras, Tacomas, 4Runners, Highlanders, Rav4s, CHRs, Prius’ and Corolla IMs right at the festival grounds located in central Canmore.

“There’s an undeniable connection between mountain bikers and Toyotas; especially Tacomas. These are the trucks of choice whether for day shuttling or long-haul trips to iconic mountain bike destinations. Just go to any trailhead and it’ll be obvious what we like to drive,” said Wanda Bogdane, founder of Plaid Goat.

Inspired by mountain bike festivals in the US and beyond, but tailored to the Rockies, the event is based around a large-scale demo and expo that has a low entry cost and offers tons of different ways to celebrate riding the Rockies. The format includes the congregating of the industry’s best mountain bike brands at the expo and a non-stop [calendar](#) of activities including:

- Free group rides and shuttles
- Bike Rodeo: huck to flat comps, adult tricycle races, costume crits and basic ridiculousness... you get the idea
- Kids Hub: face painting, digger pits, a skills & drills area and colouring
- Soapbox Central: hosting mountain bike specific topics on bikepacking, tech talks on gear, where to go & what to ride, trail building, etc.
- Secure Bike Valet: to keep your bike safe while you have fun or test bikes
- A Regional Beer Hub: with seven carefully selected regional craft brewers, two distilleries, a free photo booth and much more.

If festivalgoers want even more, they can also add in a demo wristband to test out the many mountain bikes available from major brands like [Ibis](#), [Rocky Mountain](#), [Commencal](#) and [Cannondale](#) among many more. Another option will be to book a coaching clinic or two with [Shred Sisters](#), [YYCMTB](#) to up the skills.

Plaid Goat will support mountain bike alliances around the region by contributing to the Ride the Rockies Regional Trails Fund as part of the event's ongoing legacy and by offering mountain bike trail builders tons of perks at the event for their hard work.

To buy tickets to the festival, go to: <https://www.myshowpass.com/plaidgoat/>.

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Media Contacts

Wanda Bogdane, Founder – Plaid Goat

403-609-7127

wanda@plaidgoat.ca

www.plaidgoat.ca

Kelly Baum, Sales Manager – Cochrane Toyota

(403) 932-9900

kbaum@cochranetoyota.com

www.cochranetoyota.com