



PRESS RELEASE - FOR IMMEDIATE RELEASE

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Subaru/International Mountain Bicycling Association Trail Care Crew Coming to Winona

Expert team will join Winona Area Mountain Bikers to teach sustainable trail building

Winona, MN, July 3rd 2014 - The International Mountain Bicycling Association's (IMBA) Subaru/IMBA Trail Care Crew will be in Winona, July 10-13 to talk trails, teach people proper trail building technique and spend quality time digging in the dirt. The visit is one of about 70 stops on the 2014 schedule. Everyone is invited to attend the weekend's events.

The award-winning Subaru/IMBA Trail Care Crew program includes two full-time, professional teams of trail experts who travel North America year-round, leading IMBA Trail building Schools, meeting with government officials and land managers and working with IMBA-affiliated groups to improve local mountain biking opportunities. IMBA's crews have led more than 1,000 trail projects since the program debuted in 1997.

Winona Area Mountain Bikers (WAMB) are inviting any and all interested community members to the Club Care seminar on Thursday July 10th at the Winona Historical Society where the Subaru/IMBA Trail Care Crew will present on the impact and benefits properly built and maintained trails can have on the community. On Saturday July 12th all interested individuals are invited to a morning trail building classroom session at Winona State University Pasteur Hall 329 and afternoon hands on session at the DNR Bronk Unit (Cherry Hill) that will teach sustainable techniques for trail construction, rerouting, and maintenance.

The Subaru/IMBA Trail Care Crew program has inspired great volunteer trail work across the U.S. and abroad - a big help to government agencies and land managers who have limited funding for trail construction and upkeep. As a direct result, there are now thousands of new and improved trails in all 50 states, Canada, Mexico and several European countries.

The Trail Care Crews teach "sustainable" trail building, which means building lasting trails that require minimal maintenance. This helps reduce trail damage, protects the environment and enhances visitor enjoyment.

The Crews travel in new Subaru Outbacks provided by Subaru of America. The company has been IMBA's leading sponsor since 1997.

All are welcome to join the Subaru/IMBA Trail Care Crew leaders when they come to town. Below is a schedule of events that are open to the public:

Thursday Evening

7pm-9pm-Winona Historical Society

- Club Care Seminar presented by Jordan Carr and Leilani Bruntz (IMBA Trail Care Crew)
- Thursday night downtown event 9pm.

Saturday Morning

9am-12pm-WSU Pasteur Hall Rm. 329

- Mandatory classroom session for afternoon trail building session.
- Lunch served at noon.

Saturday Afternoon

1pm-4pm-Cherry Hill-DNR Bronk Unit

- Hands-on learning experience building ¼ mile of singletrack trail.
- Bring gloves, bug spray/sunscreen, long pants, and closed-toe shoes.

Sunday Morning

- Group Ride 11am

For more information, contact: Scott Sherman - ssherman@hbc.com or 507-313-0676. To register for the IMBA Trail building School, visit <http://www.mountainbikewinona.org/>

For a complete list of visit dates, photos and additional information on the Subaru/IMBA Trail Care Crew visit www.imba.com.

About the Winona Area Mountain Bikers (WAMB)

The Winona Area Mountain Bikers (WAMB) is a 501 (c) 3 non-profit organization that aims to educate, promote and grow the sport of mountain biking through advocacy, youth and community involvement, and environmentally conscious decisions. We encourage cooperation between all silent outdoor recreation user groups to ultimately influence the mental, physical, and economic well being of Winona through an active lifestyle.

About the International Mountain Bicycling Association (IMBA)

The International Mountain Bicycling Association (IMBA) is a 501 (c) 3 non-profit educational association whose mission is to create, enhance and preserve great trail experiences for mountain bikers worldwide. Since 1988, IMBA has been bringing out the best in mountain biking by encouraging low-impact riding, volunteer trail work participation, cooperation among different trail user groups, grassroots advocacy and innovative trail management solutions.

IMBA's worldwide network includes 35,000 individual members, more than 750 bicycle clubs, more than 160 corporate partners and about 600 retailer shops. IMBA's members live in all 50 U.S. states, most Canadian provinces and in 30 other countries. For more information visit www.IMBA.com.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly-owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered near Philadelphia, the company markets and distributes all-wheel drive Subaru vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru of America, Inc., is the only car company that offers symmetrical all-wheel drive as standard equipment on every vehicle in its product line. Subaru has been the best-selling import wagon in America for the past 20 years, based on R.L. Polk & Company new vehicle retail registration statistics calendar year-end 2002.