



# Spin Sports Festival

[www.SpinSportsFestival.com](http://www.SpinSportsFestival.com)

June 23-26, 2010

## Giving Back



Increasing  
Cycling Safety

### Overview

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The Spin Sports Festival is a multi-day family celebration of outdoor sports that takes place in Aspen, Colorado. Bicycles, both road and mountain, are the primary focus. Golf, tennis and fishing events are offered to provide fun and competitive alternatives to like-minded enthusiasts. Rio Grande Park, located right in the middle of town, serves as the main gathering place for participants and travelers alike. It is the hub of the bike path system and hosts a stage, tradeshow booths, Skate Park, plus a secure 24-hour bicycle storage area. A complimentary setup for mountain biking activities, including a second tradeshow, is located a few miles away at Buttermilk Ski Area.

The emphasis of this festival is placed on celebrating health, our environment, and the great pleasures of outdoor sports activities with family, friends and competitors. It opens in grand style with a [Gear & Garment Show](#) followed by musical entertainment. This "runway" event was created as a very effective way for businesses to highlight new or featured products in front of a live audience prior to being displayed at the 3-day product expo.

Each day of the festival offers a choice of two organized bicycle rides on a multiday activities pass or for an admission fee. [Bike Demo Days](#), a free enhancement, gives participants the chance to go ride the latest bicycles before, during or after an event. Alternative sports events are either included as part of the festival pass or offered for a separate charge. With the exception of fishing, the venues are easily reached by bicycle or accessible using the free public transportation system. At night, all participants come together in Aspen for larger public functions including live music, dancing, product giveaways, and awards celebrations.

### Beneficiaries

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[Spinhead Foundation \(www.spinheads.org\)](http://www.spinheads.org) Dedicated to improving road safety for both drivers and cyclists through the use of effective alert signage and surface improvements at any event involving bicycles.

[Bicycle Colorado \(www.bicyclecolo.org\)](http://www.bicyclecolo.org) Providing a voice for and protecting the rights of cyclists primarily at the state and regional level. Emphasis on more lanes and paths, better education and trails, and bicycle-friendly laws.

[International and Roaring Fork Mountain Biking Associations \(www.imba.com\)](http://www.imba.com) Offer many programs designed to bring mountain biking advocates and land management agencies together in productive partnerships.

[RxSURE® \(National Institute on Drug Abuse\)](#) Committed to increasing compliance prescription compliance, patient education, and the reduction of medical errors through the development of an interactive medication system.

[Livestrong Foundation \(www.livestrong.org\)](http://www.livestrong.org) Inspire, empower and unite people to fight cancer by pursuing an agenda focused on prevention, access to screening and care, improvement of quality of life, and research.

[Aspen Valley Ski & Snowboard Club \(www.TeamAVSC.org\)](http://www.TeamAVSC.org) providing all youth in the greater Roaring Fork Valley the chance to develop as athletes and as people in balance with the community and the natural environment.

[Independence Pass Foundation \(www.independencepass.org\)](http://www.independencepass.org) Works with local, state, and federal agencies to develop and implement projects that maintain and enhance the Independence Pass corridor.

[The Fryingpan Road \(Byway Improvements\)](#) A private effort dedicated to improving the safety, surface and shared access of the road between the Town of Basalt and Ruedi Reservoir by bicyclists and motorized vehicles.

[Golden Optimists \(www.goldenoptimists.org\)](http://www.goldenoptimists.org) Provides hope and positive vision through the acquisition, rebuilding and distribution of bicycles and related safety equipment for personal use and ownership at no charge.