



PRESS RELEASE

For immediate release

The first-ever UCI Electric Mountain Bike World Championships in Mont-Sainte-Anne in 2019

Mont-Sainte-Anne, July 18th, 2019 — UCI Mountain Bike World Championships, presented by Mercedes-Benz, event producer, Gestev, is proud to organize the first-ever UCI Electric Mountain Bike (e-MTB) World Championships this summer. The e-MTB champs kick off on Wednesday, August 28, 2019 with the men’s event at 2:15 pm, followed by the women’s contest at 4:30 pm. Spectators can look forward to seeing professional riders put e-bikes through their paces around a 5.6-kilometre course at the Mont-Sainte-Anne mountain resort. The race will have a duration of 1h30 to 2h. As a major partner of this event, Specialized Turbo, will contribute to the success of this world premiere. The organising committee also wants to thank Les parcs éoliens de la Seigneurie de Beauré for their involvement in this part of the event.

“We are incredibly proud to have been chosen to present this ground-breaking event and we’re stoked to be in a front-row seat as this emerging sport plays out on the international stage,” said Chantal Lachance, Vice-President of Production and Marketing for Gestev. “It’s a huge vote of confidence for the Union Cycliste Internationale (UCI) to ask us to organize these inaugural World Championships. Thirty years ago, we were thrilled to be some of the pioneers of mountain biking in North America, so you can imagine how excited we are to be showcasing this new side of the sport here on our home trails!”

Since its emergence several years ago, electric mountain biking has been steadily growing in popularity. In the wake of major competitions in Europe and races at the major Sea Otter Classic cycling festival, this exciting discipline is making its debut on the UCI calendar in 2019.

A world premiere

As it is the first time UCI is sanctioning an e-MTB event, some procedures were put together by the organisation, as well as by the national cycling associations.

Click [here](#) for Cycling Canada document presenting the athletes selection process. The Canadian athlete participating to the e-MTB race will be revealed on August 1st, 2019.

Click [here](#) for UCI document stating rules and procedures for e-MTB World Championships.

Partenaire présentateur - Presenting sponsor



Site hôte - Host venue



Partenaires publics et touristiques - Public & tourism partners



Partenaires officiels - Official sponsors



Partenaires majeurs - Major partners



Fournisseurs Officiels - Official suppliers



About the event

Quebec Summer Events Corporation has mandated GESTEV as official event producer for the UCI World Cup stage at Mont-Sainte-Anne since 1991. 2019 marks a record third time, following 1998 and 2010, that Gestev has also been chosen to organize the UCI Mountain Bike World Championships at Mont-Sainte-Anne. Vélirium is an international mountain bike festival that has provided the forum for the UCI World Cup—as well as a multitude of amateur races and sporting and cultural events for the whole family—since 2003. Vélirium has earned BNQ Level 2 sustainability certification for responsible event management.

About Quebec Summer Events Corporation

The mission of Quebec Summer Events Corporation (QSEC) is to promote summer sports on home soil through prestigious international events including the Vélirium UCI Mountain Bike World Cup. In addition to attracting the world's top athletes in their discipline, QSEC works hard to support the development of amateur sport through each of its events.

About Gestev

Founded in 1992, Gestev is a dynamic event management company specializing in happenings that make their mark locally as well as on the world stage. Over the years, Gestev has raised event management and production standards by adding a party twist to high-calibre sporting events, including music shows and live entertainment, while making competitions accessible to all. The Jamboree, Red Bull Crashed Ice, Vélirium, Ski Tour Canada, FIS Cross-Country World Cup Finals and Transat Québec Saint-Malo are just a few of the major events organized by Gestev, which also manages the Baie de Beauport recreational site. Gestev is certified under the BNQ 9700-253 standard for responsible event management.

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Information:

Katerine Sdicu

Media Relations Project Manager

ksdicu@gestev.com / 418 440-3061