

## A FEW WORDS ABOUT SEA OTTER



**“This is the Daytona 500 of mountain bike racing.”**

**JIM WANNAMAKER**  
North American Marketing Director  
Kenda Tires



**“This is one of the greatest events in the world and I have been here every year.”**

**GARY ERICKSON**  
Social Entrepreneur  
Founder & Owner Clif Bar Inc.



**“This is the greatest cycling celebration!”**

**GARY FISHER**  
Inductee, Mountain Bike Hall of Fame  
Founder, Gary Fisher Bicycles



**“This is the biggest cycling event in the U.S. and one of the biggest in the world.”**

**NED OVEREND**  
Inductee, Mountain Bike Hall of Fame  
Former National and World Champion



**“This event brings so many spectators and international media. There are going to be pictures and stories about Sea Otter printed throughout the year.”**

**DAVID ZIMBEROFF**  
Global Marketing Manager, SRAM Corporation



**“Everybody shows up and shows off their wares. It’s the first time the public can see all the new stuff they’ve been reading about all winter. And everybody wants to be here.”**

**SCOT NICOL**  
Inductee, Mountain Bike Hall of Fame  
Founder/Co-Owner, Ibis Bicycles