



Sunrise Park Resort
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Press Release

FOR IMMEDIATE RELEASE

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Big Mountain Enduro Returns to Sunrise Park Resort in 2024

North America's Premier Enduro Series returns to Sunrise Park Resort in 2024 after a highly successful first-time race this past June

Greer, Arizona – August 4, 2023 – Big Mountain Enduro (BME) announced today that Sunrise Park Resort has been selected to host this prestigious enduro series for the second year in a row. Sunrise welcomed hundreds of skilled mountain bike competitors during BME in June 2023 to great success. For the 2023 BME schedule, Sunrise will be the third destination in this prestigious series and the event will be held June 8-9, 2024.

For the 2023 BME Race, Sunrise Park Resort added two new raw-cut trails on Apache Peak, which opened to the public after the completion of the event. BME also brought a number of world-class vendors of quality and custom bikes and equipment, which are expected to return in 2024. Sunrise has invested hundreds of thousands of dollars into the bike park this summer and continues to work on trail improvements and expansion, including brand new bike racks (doubling the uphill capacity), four new straights and 10 new turns to the Dual Slalom track, and expansion of the Jump Line trail. Additional trails are also being cut across the mountain to further expand the rideable terrain for events and the mountain biking community.

BME is North America's premier Enduro tour and brings professional and amateur mountain bikers from across the country to compete at some of the most challenging mountain courses. There are six stops for the BME series, all specially picked for their challenge and trail offerings, and Sunrise is proud to be selected as a host mountain for the second year in a row. Registration for BME 2024 will be available soon at www.bigmountainenduro.com.

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About Sunrise Park Resort:

Sunrise Park Resort, owned by the White Mountain Apache Tribe, is nestled in the White Mountains of eastern Arizona. Located 220 miles (4-hours) from both Phoenix, AZ and Albuquerque, NM, Sunrise Park Resort is one of the Southwest's premiere skiing destinations and offers 65 runs across three peaks. In the summer, the resort transforms into a cool mountain getaway, offering activities such as Arizona's longest and fastest zipline, the only lift-served mountain biking trails in the state, hiking trails, kayaking, lake fishing, and camping.

About Big Mountain Enduro (BME)

Established in 2012 and based out of Crested Butte, CO, the Big Mountain Enduro presented by Specialized is the premier enduro mountain biking series in North America. Over the past 10 years, BME has held major events throughout Colorado, Utah, New Mexico, Montana, Arkansas, the Midwest and Mexico. BME has consistently ranked amongst the top global enduro series attracting the best riders and media in the world, while staying true to the roots of mountain biking. The foundation of BME is simple; offer authentic multi-stage Enduro events in unparalleled mountain biking destinations that fully support the riders, sponsors, the overall industry as a whole and the sustainable growth of Enduro racing.



Sunrise Park Resort is owned and operated by the White Mountain Apache Tribe