



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

September 7, 2010

KONOCTI CHALLENGE BICYCLE RIDE SET FOR OCTOBER 2, 2010

CYCLISTS OF ALL EXPERIENCE LEVELS PEDAL AROUND CALIFORNIA'S LARGEST NATURAL LAKE

LAKEPORT, CA – The annual Konocti Challenge bicycle ride will be held Saturday, October 2, 2010, featuring courses of various lengths and challenge levels around the scenic shores of Clear Lake.

Set in beautiful Lake County, the Konocti Challenge features three challenging event courses as well as a leisurely 19-mile Family Fun Ride for kids of all ages. Riders can opt for the 30-mile course that winds through the resort and vineyard sections of north Lakeport; for the more adventuresome riders, the event also offers a 65-mile course (100km) and an endurance-testing 100-mile course, both of which follow the north and east rim of Clear Lake and wind into the foothills of the south and west, offering breathtaking views of the lake and vineyards, which are in full bloom in October.

All three rides begin and end at the Lakeport Yacht Club, at the water's edge, in Lakeport. The 65-mile and 100-mile rides get underway between 7:00 a.m. and 8:30 a.m., and the 30-mile riders leave between 8:00 a.m. and 10:00 a.m. Registration fees range from \$10 to \$60 depending on the course selected. Registration includes a tasty well-earned barbecue at the end of the course. The event proceeds benefit local and international Rotary programs.

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More information about the event and online registration may be found at www.konoctichallenge.com or by contacting Jennifer Strong, (707) 262-1880. Challenge registrations also are accepted the Friday before the event at the Lakeport Yacht Club in Library Park, Lakeport from 3:00 p.m. to 7:00 p.m.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state's cleanest air basin, spectacular scenic beauty, fine wines, and unsurpassed recreational opportunities – from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or www.lakecounty.com

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