



## **COUNTY OF LAKE**

### **MARKETING & ECONOMIC DEVELOPMENT PROGRAM**

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### **FOR IMMEDIATE RELEASE**

**May 27, 2011**

#### **KONOCTI CHALLENGE BICYCLE RIDE SET FOR OCTOBER 1, 2011**

**CYCLISTS OF ALL EXPERIENCE LEVELS PEDAL AROUND CALIFORNIA'S LARGEST NATURAL LAKE  
EARLY-BIRD DISCOUNT AVAILABLE THROUGH MAY 31, 2011**

**LAKEPORT, CA** – The 21<sup>st</sup> annual Konocti Challenge bicycle ride will be held Saturday, October 1, 2011, featuring courses of various lengths and challenge levels around the scenic shores of Clear Lake. New this year is the addition of a special Sunday event that features a guided Lake County Wine Adventure.

Set in beautiful Lake County, the Konocti Challenge features three challenging event courses, as well as a leisurely 20-mile Family Fun Ride for kids of all ages. Riders can opt for the 40-mile course that winds through the resort and vineyard sections of north Lakeport; for 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.

All three rides begin and end at the Lakeport Yacht Club. The 65-mile and 100-mile rides get underway between 7:00 a.m. and 8:30 a.m., and the 40-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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Seven fully stocked rest stops are located along the course route and are decorated and staffed by local volunteers who compete for prizes by creatively decorating their stops. In addition, plenty of SAG support will be along all the routes to assist you.

More information about the event and online registration may be found at [www.konoctichallenge.com](http://www.konoctichallenge.com) or by contacting Jennifer Strong, (707) 349-0815. The \$10 “Early Bird Discount” ends at midnight on Tuesday, May 31, 2011. The first 400 registered riders receive a free event shirt, water bottle, and patch. 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](http://www.lakecounty.com)

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