



*IMBA creates, enhances and  
preserves trail opportunities  
for mountain bikers worldwide.*



## **SRAM Cycling Fund Will Help Launch IMBA Europe**

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Contact Mark Eller

IMBA Communications Director

[markeller@imba.com](mailto:markeller@imba.com)

303-545-9011 ext. 115

The [SRAM Cycling Fund](#) has announced a \$40,000 contribution to the International Mountain Biking Association (IMBA) to launch the formation of [IMBA Europe](#). SRAM's contribution will firmly establish a united Pan-European effort for mountain bike advocacy and sustainable trail development.

"We are extremely excited about this European-led opportunity," says Stan Day, President and CEO of SRAM. "The end game is to broaden access to mountain biking across Europe. IMBA's expertise in trailbuilding and management, and their experience working with government land managers throughout the US will contribute significantly to achieving this end," says Day.

"There are several well organized mountain bike groups in Europe," says IMBA's CEO, Mike Van Abel. "SRAM is providing a timely boost to European mountain bike advocacy efforts, including support for professional mountain bike leaders. There is a growing need to advance knowledge and best practices for sustainable trail development, with a particular focus on policies and funding coming from the European Commission."

In May 2009, the leaders of European national mountain bike advocacy organizations will meet again in the Czech Republic. Tomas Kvasnicka, president of [Czech Mountain Biking Association](#) (CeMBA), says, "My organization is quite excited about IMBA's strengthened presence in Europe. This step will end the isolation in which European groups like ours have worked until now."

"This is an important step forward for those in Europe who want to see expanded mountain bike trail access," says Wales-based Professional Trail Consultant, Dafydd Davis. "I have attended several IMBA World Summits over the past five years and I am convinced that IMBA, more than any other group, has the framework and experience essential to create government and mountain bike enthusiast partnerships."

Since its inception in 1988, IMBA has fostered partnerships between government agencies and volunteer stewardship groups. Today, IMBA conducts programs in Australia, Canada, the Czech Republic, Germany, Ireland, Israel, Italy, Mexico, the Netherlands, New Zealand, Norway, Singapore, South Africa, Spain and the United Kingdom.

P.O. Box 7578, Boulder, Colorado 80306, USA

[www.IMBA.com](http://www.IMBA.com)

001-303-545-9011