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**For Immediate Release**

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## **It's off to the Races**

### ***Banff National Park Bike Fest gets approval for two more races***

Banff National Park, Canada (April 04, 2008) – Riders will pedal through the streets of Banff on June 21 & 22, 2008 as two additional races are confirmed for the Banff National Park Bike Fest. The festival's premiere edition will now include a time trial and road race testing participants against themselves, the clock and other teams.

Banff Lake Louise Tourism has received approval from Parks Canada to include an individual time trial and a scenic road race as part of the Banff National Park Bike Fest, in addition to the already confirmed criterium race. The three races will take place on the roads surrounding the Banff townsite providing the high-adrenaline events with a stunning Rocky Mountain backdrop.

“The communities within Banff National Park are coming together to host the Bike Fest and we are pleased to work closely with partners such as the Town of Banff and Parks Canada to make this new event a resounding success” says Julie Canning, President and CEO of Banff Lake Louise Tourism, the organization spearheading the event.

In its inaugural year, the Bike Fest presents participants with the chance to win a total of \$15,000 in prize money for the winners of the three different races. The Bike Fest also allows cyclists and visitors to experience Banff National Park while in the area. Vacation packages for Banff National Park are available from the homepage of [banfflakelouise.com](http://banfflakelouise.com) and will be available shortly for the period surrounding the Bike Fest.

For full details on the Banff National Park Bike Fest, visit [www.banfflakelouise.com/bikefest](http://www.banfflakelouise.com/bikefest). Visit our website for information on hotels, activities, restaurants, and more.

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### ***About Banff Lake Louise Tourism***

*Banff Lake Louise Tourism is a destination marketing organization for the Town of Banff, Community of Lake Louise and Banff National Park. Supporting over 800 businesses, our mission is to engage visitors in unrivalled, remarkable experiences with our membership. For travel media inquiries, please contact Annik LaRoche at [annik@banfflakelouise.com](mailto:annik@banfflakelouise.com). [www.banfflakelouise.com](http://www.banfflakelouise.com).*