



SEA OTTER CLASSIC

APRIL 20-23, 2017 • MONTEREY, CALIFORNIA, USA • SEAOTTERCLASSIC.COM POWERED BY **SRAM**™

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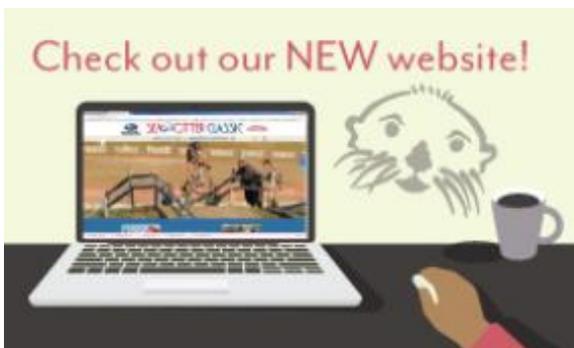


- Athletes can **register [here](#)** for Racing, Gran Fondos, or Tours.
- **New hotels added [here](#)** with discounts for Sea Otter attendees. Book your room today!
- Save money and **pre-order festival passes [here](#)**.
- **Bring the kids** to Sea Otter! Free admission for kids, egg hunts, bounce houses, and more!
- **Media registration** now open. Submit your **[credential request](#)** today!



Be sure to read all the way through for important event information!

Sea Otter Event News



Media Registration, Special Offers and More

Head over to the new Sea Otter website as we are adding new content every week. Member of the media looking to attend this year's event? Submit your credential request via the [Media page](#). Also, our [Special Offers page](#) includes info on our Veterans Program and any currently-running promo codes. Score!



New Hotels Added - Book Yours Today

We have partnered with the Hyatt Regency Monterey, Los Laureles Lodge and Portola Hotel and Spa to offer discounted rooms for Sea Otter attendees. Check out the [Lodging Comfort](#) page for more information and to book your room before they sell out.



Come Ride, Leave Electrified at Bosch Booth

Did you know that [Bosch](#) and its brand partners served more than 400 eBike demo rides at last year's Sea Otter Classic? That was a 30% increase over the previous year! So what's all the eBuzz about? "People riding the cross country course on an eBike is spectacular," said Ed Korb, who will once again lead group eMTB rides from the Bosch booth. "It's especially spectacular to know that you can have a good chat with your friends and still have the energy to crush the next hill!"



Thank You Veterans

With much gratitude for your military service, the Sea Otter Classic offers a number of benefits to recovering veterans with disabilities and retired veterans, as well as active duty personnel and their families. Check out our [Community Involvement](#) page for more information on how to obtain your veterans discount.



Act Now! Get Them Before Time Runs Out!

Time is running out and the more we wait, the more anxious we become. We want to make sure you look good at Sea Otter, and your company has great brand exposure. [Impact Canopy](#) is here to help you with the preparation of your booth and ready to take those last minute orders. Make an IMPACT at Sea Otter with canopies, flags, banners and more!



Thinking of Flying Your Drone at Sea Otter?

In an effort to ensure the safety of athletes and spectators, only approved drones will be allowed to fly at Sea Otter. If you are thinking of flying your drone this April, make sure you review the [Drone Regulations](#) in advance. In order to be approved, drones must be registered with the FAA and flight plans must be approved by the Media Center before you can fly.



Protect Yourself with AirMedCare

Hopefully the last thing you'll need at Sea Otter is an air ambulance. Give yourself some piece of mind to know that AirMedCare is there for you if you need it by [joining today](#).



Sea Otter Tops List of 6 Fitness Events for Your 2017 Bucket List

It's no surprise that if you are looking to be active in Monterey, that Sea Otter should be at the top of your list. [SeeMonterey.com](#) agrees and has named Sea Otter one of the top 6 events to add to your fitness bucket list for 2017. [Check out their blog post](#) to learn why!



Win a Tune Up from Velofix

Register for one of the Velofix Gran Fondos at the Sea Otter Classic and you'll be entered to win one of 8 major tune up giveaways from Velofix!



Remote-Controlled Jeeps, Animal Scat and More at the California State Parks Booth

Back again for 2017, the California State Parks will have a booth set up in the Kids Area where kids (and grown-ups) can test their skills on the remote-controlled Jeep obstacle course. Animal skulls, pelts, talons, feathers, and even scat will be available to examine. Learn about all the recreation opportunities offered by the state parks at this informative and fun booth.



Sponsor Spotlight



With the go-anywhere capability of Symmetrical All-Wheel Drive, Subaru will get you to your next trail ride and back. That's why we're proud to sponsor the Sea Otter Classic. Let's look forward to the many dirt trails ahead. Love. It's what makes a Subaru, a Subaru.



SRAM® is a global manufacturer of high-end bicycle components. SRAM is the 2nd largest manufacturer of bicycle components in the world. With 3000+ employees, and offices and manufacturing in 20 countries, SRAM is truly a world-class leader in performance bike parts.



For 55 years, Kenda has committed to designing and manufacturing quality tires and tubes for a wide range of activities. No matter where you are going, Kenda has a tire designed for your journey.



Established in 1942, Thule helps you transport anything you care for safely, easily, and in style, so you are free to live your active life.



Impact Canopy is an event branding solutions company. We specialize in printing and manufacturing custom canopies, signs, banners, flags, event fencing, inflatables and more. Your one-stop shop to create an IMPACT at your event!



Established in St. Paul MN in 1963, Park Tool is the world's largest bicycle tool manufacturer. Their iconic blue tools are the first choice of professional and home mechanics around the world.



Crafted and inspired by athletes and foodies in the CLIF Kitchen, CLIF Bar is a tasty energy bar made with a nutritious blend of organic rolled oats and wholesome ingredients for sustained energy.



The International Mountain Bicycling Association is a non-profit association working to create, enhance and preserve great trail experiences. Our chapters, members and partners are dedicated to mountain bike advocacy, education, access and trail building.



Pinkbike.com is the largest action sports website in the world and the top source for mountain bike news, event updates, photos, videos and classifieds. If you're looking to showcase your riding, you're in great company!

Sea Otter Europe

Scenic Girona, Spain is gearing up to host [Sea Otter Europe](#) on June 2-4, 2017. Cyclists who attend Sea Otter Europe can expect to see many of the same events and activities that they have grown to love at the Sea Otter Classic in Monterey, CA.

Registration has opened for the festival's two tours - 80 km and 125 km. Both will give riders the opportunity to experience the Mediterranean climate as well as Girona's roads and spectacular views.

Also open for registration is the Pirinexus 360 Challenge - a 350 km journey that takes place over 20 hours - either solo or in relay teams.

[REGISTER TODAY](#) to join Sea Otter Europe!



Bicycle Leadership Conference

The [Bicycle Leadership Conference](#) is cycling's premier executive-level conference. The two-day event is held on Monterey's historic Cannery Row at the Monterey Plaza Hotel & Spa on April 18-20, 2017.

2017 Sessions Announced:

- Outdoor Has Evolved • What Can We Learn From Them?
- The Consumer in Charge • We've Lost Control
- Supply vs. Demand • Are We Listening to the Right Signals?
- New Participants Will Save Us • How Do We Attract Them?



Sports Car Racing Association of the Monterey Peninsula

This year marks the 60th anniversary of one of the world's most celebrated road courses - your Mazda Raceway Laguna Seca. The beginning is traced back to the Pebble Beach Road Races that began in 1950.

The popularity of the races and the financial impact on the community impressed the military authorities at Ford Ord. They began working with the newly-formed group of civic-minded businessmen who created the not-for-profit [Sports Car Racing Association of the Monterey Peninsula](#) (SCRAMP) in an effort to keep sports car racing in Monterey.

In mid-1957, SCRAMP and the Army selected a site at Laguna Seca on Fort Ord for the race track. SCRAMP paid the Army \$3,000 for use of the land, and the lease was signed on August 7, 1957. SCRAMP volunteers raised \$125,000 and the track was constructed in a mere 60 days.

Now, 60 years later, Mazda Raceway Laguna Seca flourishes with major race events. It has emerged from the humblest of beginnings to a world-renowned race track that is owned by the County of Monterey for the benefit of the community and racing world.



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