



SEA OTTER CLASSIC

POWERED BY **SRAM**

APRIL 20-23, 2017 • MONTEREY, CALIFORNIA, USA

Impact Canopies Becomes Official Canopy, Flag, Fencing, Starting Arches, and Branding Structure Sponsor

MONTEREY, Calif. (January 4, 2017) Sea Otter Classic and Impact Canopies, two powerhouses, have solidified a partnership that will take the bike industry by storm.

Impact Canopies USA is now the official canopy, flag, fencing, starting arches, and branding structure sponsor of the **Subaru Sea Otter Classic Powered by SRAM**, a four-day cycling festival taking place on April 20-23, 2017 in Monterey, CA. Impact Canopies is a globally recognized brand with distribution facilities in Asia, Europe, Canada, and the U.S.

"We have an extensive history in the bicycle industry. We want to reassert ourselves as the leaders of the industry by forming these partnerships with organizations like Sea Otter Classic. We are committed to providing quality products to our customers, and we are a company you can rely on," confirms Sunny Mercer, Marketing Coordinator of Impact Canopies.

"We're excited to have Impact Canopies on board for this year's Sea Otter Classic," said Frank Yohannan, president and CEO of the Sea Otter Classic. "With thousands of athletes and cycling enthusiasts attending our event, it's important we provide our exhibitors and sponsors the opportunity to maximize their brand exposure. We know Impact Canopies will be able to fulfill this need."

For more information regarding Impact Canopies, please visit www.impactcanopy.com or contact them at (877) 840-3524.

About Sea Otter Classic: Regarded as the world's largest cycling festival, this four-day "Celebration of Cycling" hosts nearly 10,000 professional and amateur athletes and 70,000 fans. The 27th Annual Subaru Sea Otter Classic Powered by SRAM takes place April 20-23, 2017 at the Laguna Seca Recreation Area, Monterey, California. For more information, visit www.seaotterclassic.com or call (800) 218-8411.

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