



PRESS RELEASE
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The Roc d'Azur 2009, another dimension. From Wednesday 7th to Sunday 11th October 2009 in Fréjus



The main mountain bike event is attracting an increasing number of amateurs and enthusiasts alike. With 4 months to go, 8,285 people are already registered in the Roc d'Azur 2009, that is 25% more than during the same period last year. It has to be said that in this two wheel kingdom, there is a level to suit everyone, whether it be an opportunity to enjoy some time with the family, a challenge amongst friends, the chance to discover new innovations in the mountain bike market, or the opportunity to admire the 'riders' stunts, the Roc d'Azur 2009 programme is open to one and all.

This annual meet is now classed as an "Unmissable event" for all the world's bikers, as it gives visitors a taste of the very best this sport has to offer in what is a truly enchanting setting: the town of Fréjus in the Var, one of the most beautiful regions in France. The trails will follow paths around the communes of Roquebrune-sur-Argens

and Sainte-Maxime.

The 26th edition of the Roc d'Azur, which will take place from Wednesday 7th to Sunday 11th October 2009, is **adding two new events to the 22 already scheduled**. One will be a sheer feast for the eyes and the other will be for those who are crazy about mountain biking and have a perfect mastery of the techniques involved. As such there will be a huge choice on offer at what, over the years, has become a highly successful event, attracting over 140,000 spectators at each edition. This success is notably down to the variety of entertainment proposed and the exciting race formats.

New elements to 2009

The downhill Maxim Roc Down, already proposed last year, will be organised on Saturday 3rd October (and Sunday 4th October) and is addressed to all those who wish to give the discipline a try. The other downhill event will be reserved for the world's top riders and will take place on Friday 9th October. This fantastic spectacle will be rebroadcast to a giant screen for the delight of the public.

This year, "the **Rando Subaru Roc Challenge**" is making its entrance in the programme on Thursday 8th October. Due to its technical difficulty, this 40 kilometre race is reserved exclusively for confirmed and major bikers.

The show is opening its doors a day earlier, from Thursday 8th October at 1600 hours until Sunday at 1900 hours. The "Demo Day", reserved for professionals and retailers who wish to try out the latest gear, has therefore been scheduled between 1200 and 1600 hours on Thursday. **Over 200 exhibitors from right across Europe** are expected beneath the 8,000m² structure, repositioned as last year, at the heart of the event.

Le Roc at the rhythm of its events

Over the years, the events at Le Roc have become genuine competitions, each of which group together the world's top specialists. The rich line-up includes Slope Style, Trial and BMX... events which are extremely spectacular and put on a permanent show for those on site.

In the Roc BMX, the event will play host, as it did last year, to the World Cup UCI BMX Supercross final. The champions have already promised to attend with qualifiers scheduled from Friday 9th and the finals on Saturday 10th October.

Responsible commitment

The organisation is also seeking to remain responsible, as it has for several years, hence the Roc d'Azur wishes to make participants aware of how to respect the environment.

As such, in order to enable the reasoned upkeep and development of the Maures Massif, the main owners involved, the towns of Fréjus and Roquebrune, and Sportys (event organiser) have agreed on the creation of an Association "**Roque d'Azur**".

Run by Sportys, Fréjus, Roquebrune and a number of local partners, this association has the aim of:

- protection, enhancing and development of the zones of Roquebrune and Fréjus in the Maures Massif,
- preservation of the values of nature and landscape,
- conservation, management and development of its flora and fauna,
- provision of information for the population about the aims and values of protecting the nature and landscape,
- information and promotion of Sport and Nature events, notably the Roc d'Azur.

The association's board of directors is composed of three members from Fréjus and nine from Roquebrune, forestry owners (hunters and non hunters), environmental specialists concerned with protection against fires and preserving trails, heritages and sites, as well as the Director of Sportys.

Short terms action will ensure the upkeep of the trails, enhance the relics of the Massif (sawmill, windmills, buildings...) and the implementation of temporary promotional events in the medium (one to two years) and long term (three to five years) for actions linked to forestry development and information.

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