

GREENBRIER CHALLENGE GOES HOLLYWOOD

Race to be Filmed as Part of Feature-Length Movie Drama

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FOR IMMEDIATE RELEASE:

March 28, 2008; Conshohocken, PA, USA: Organizers of Maryland's Greenbrier Classic mountain bike race on April 27 have announced that the event will be filmed as part of the upcoming feature movie "MAX VO2 The Potential Inside" starring Ransford Doherty and co-starring champion American mountain bikers Jeremiah Bishop and Chris Eatough. The film, scheduled for theatrical release in 2009, is a fictional drama of relationships set against the backdrop of professional cycling.

The Greenbrier Challenge is already one of America's most prestigious annual mountain bike races and the new-found Hollywood presence will only increase its visibility. According to the Executive Producer, Scotty Curlee of Red Cloud Productions, "We are looking at a probable distribution to 56 countries. Already, the movie's website has been viewed in over 1,670 cities worldwide, and we haven't even finished filming yet."

The high-tech aspect of mountain biking is one of the things the movie's producer is focusing on, "This movie is going to be technically accurate. I cringe when I see things in movies like bike racers shifting to a lower gear to go faster. I used to race as a semi-pro myself, which is how I know Jeremiah (Bishop) and Chris (Eatough), so I'm making sure this is an accurate portrayal," said Curlee recently. "Plus, we've hired Hunter Allen of the Peaks Coaching Group, who is known as one of the foremost authorities on power meter training in cycling. This isn't going to be like Tom Cruise's "Days of Thunder." Mainstream viewers are going to be surprised at how technical bike racing is, and cyclists are going to be pleased with how accurate the scenes are, even though it's a completely fictional story."

For more information on the movie, see www.maxvo2themovie.com

Racers are encouraged to come race and be part of the background for the movie. With a limit of just 700 entries, potential racers are being urged to reserve their starting spot ahead of time to avoid being shut-out on race day.