



FOR IMMEDIATE RELEASE
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Giro di San Diego Gran Fondo, aka the “Palomar Gran Fondo”, Returns for Sixth Year on Sunday, October 22, 2017

New Location, 4 New Routes, New Month, and the return of the Ninja Trail Quest MTB for the ride known as the “Palomar Gran Fondo”

Escondido, CA – GranFondo Cycling Tours has released a new date for the 2017 Giro di San Diego as well as all new routes including a mountain bike route and a Palomar Metric Century. The date of the popular ride has been pushed back 5 weeks to take advantage of the cooler late October weather. The start and finish has moved to Kit Carson Park in Escondido allowing an earlier climb of the Mt Palomar, now positioned only 20 miles from the start.

The new 105 mile GranFondo Route features Mt. Palomar and an all new area called “The Mesa Grande,” a serene and picturesque loop in the little known back country of San Diego. A new “Palomar Metric Century” has been added as well for those who want to try out this legendary climb. The Giro di San Diego is the only local event to feature a timed climb up the South Grade of Mount Palomar. Often compared to France’s Alpe d’Huez, Palomar is a fabled climb that has been featured twice in the Tour of California bicycle race.

The Giro now features four Road Routes to choose from; 35, 60, 66, 105 miles as well as The Ninja Trail Quest Mountain Bike. The 2017 Giro di San Diego Jersey was designed by a well-loved local San Diego artist /cyclist Diana Skaggs. It features a whimsical mountain ride and dining experience complete with wine in a Van Gogh style, think “Starry Starry Night” Spaghetti canvas. The cycling kit is available in both men’s and women’s styles.



The event is held in the tradition of Italian gran fondos, which are well supported, long-distance bicycle rides, followed by an Italian feast and live music at the park. The Giro di San Diego has non-competitive timing of all the routes, as well as King and Queen of the mountain sections on both Mt. Palomar and the Ninja Trail Quest MTB. All rides begin in Escondido, about 25 miles north of downtown San Diego, and are supported with numerous aid stations, mechanical and sag support.

The fabled "Ninja" Trail Quest MTB is a 27 mile Mountain bike ride with a "Quest for the Holy Grail" theme. To complete the quest riders, retrieve 3 totems along the trail and bring them to the finish line to receive their medal.

Registration for this year's event is open online at www.girodisandiego.com and 100% of the event proceeds will benefit the Challenged Athletes Foundations' - [Operation Rebound](#), a program that strengthens the mental and physical well-being of veterans, military personnel and first responders with permanent physical injuries by providing them opportunities to use sports and fitness to re-integrate into our communities and by empowering them through sports. From the Frontlines to the Finishline!

GranFondo Cycling Tours encourages athletes to donate to and fundraise for the program, and offers free registration and Jersey for their events for anyone who raises \$600 or more for CAF Operation Rebound.

For more information, please visit the event website, www.girodisandiego.com.

About the Giro di San Diego Gran Fondo

The Giro di San Diego Gran Fondo began in 2012. It is a celebration of all things cycling, with a choice of four road cycling routes of 35, 60, 66, and 105 miles and the very unique Ninja Trail Quest Mountain bike Ride. Riders return year after year for the timed climb up Palomar Mountain, superbly stocked aid stations, and scenic routes. The 2017 event will be held on Saturday and Sunday, October 21 & 22. For more information or to register, please visit www.girodisandiego.com

Media Contact:

Carrie Panek

858-268-1250

carrie@gftours.com

