

Primal Wear Sponsors TreadFest 2011 to Benefit Pair of Colorado Charities

Winter Park mountain bike festival raises funds for American Red Cross, National Sports Center for the Disabled



DENVER - July 8, 2011 - Primal Wear, a leading designer and manufacturer of branded and custom technical cycling clothing, is sponsoring TreadFest 2011, a Winter Park, Colo.-cycling festival that supports the Mile High Chapter of the American Red Cross and the National Sports Center for the Disabled.

Primal's sponsorship includes apparel gift certificates for participants who meet or exceed the \$1,000 fundraising level.

"TreadFest is a great event that supports incredible organizations by encouraging people to come out and enjoy some of the country's best riding," said Primal founder and CEO Dave Edwards. "We're looking forward to enjoying this fun event and helping support really deserving causes."

Participants in TreadFest 2011 will tackle 30 miles of Colorado trails supported with food and drink along the way, plus enjoy a full spread of food, beer, live music and more during the festival portion of the event.

For more information about Primal, visit www.primalwear.com. For more about TreadFest 2011, [click here](#).

About Primal Wear

Primal Wear, founded in 1992 by avid cyclists, manufactures highly technical and authentic cycling clothing and some of the most recognizable jerseys in the world. Primal Wear (www.primalwear.com) has stayed true to its grassroots culture while steadily growing its customer base by providing branded and custom clothing to hundreds of thousands of cyclists every year from around the globe. As a company of die-hard cyclists committed to improving the sport, and designers dedicated to innovation and creativity, Primal Wear keeps in touch with the soul of the sport and its business.

About Tread Fest 2011

Formerly known as Fat Tire Classic, Tread Fest 2011 is a fun-filled mountain bike festival at Winter Park Resort in Colorado. Participants enjoy over 30 miles of supported trails for various riding levels (from family fun-rides to the infamous "Wall of Death") that are filled with great food and fun activities along the way. All participants enjoy a BBQ lunch with beer, live music, an event t-shirt, various clinics, and a mountain expo while supporting the unique and innovated programs of the National Sports Center for the Disabled and the American Red Cross.

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