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NEW MOUNTAIN BIKE VIDEO CAPTURES THRILL ON AND OFF TRAILS

PRINCE GEORGE - Prince George is gearing up to make its mark as northern B.C.'s mountain biking destination with the release of a new campaign launched today, Feb. 26.

“Great visual storytelling makes it easy to picture the incredibly fun and remarkable amenities we have in Prince George,” said TPG CEO Colin Carson. “We’re pretty excited for this new video to tell the story of a few friends discovering Prince George for the first time, on and off the trails.”

The video, MTB Greatest Hits produced by 6ix Sigma, follows the unexpected possibilities found in the Basecamp to the North.

“This project is all about showing grown-ups having fun but we wanted it to feel more freewheeling, gritty and spontaneous to breathe a different life into how we show off our city,” explained 6ix Sigma director Daniel Stark.

The 60-second short features well-known riders Brooklyn Bell, Micayla Gatto, Hailey Elise, and local, Jacob Mullen from the Prince George Cycling Club.

“We wanted to channel their contagious energy, showcase their friendship, and highlight their talent on two wheels,” Stark added.

From shredding the Ridge Trail Lookout Loop, to kicking back at Deadfall Brewing Company, refuelling at Open Door Café and finding the perfect spot to recharge at Salmon Valley Campground—MTB Greatest Hits highlights local spots to ride, stay and experience.

“We’re an affordable biking destination, and one where you can explore without feeling rushed. Plus, we’re not far from other great riding spots like Burns Lake, Smithers and Valemount,” Carson said.

Prince George offers incredible mountain biking trails like Tabor Mountain Recreation Trails, Pidherny Recreation Site and Caledonia Nordic Ski Club, with networks geared for beginner or advanced riders.

The campaign will focus on western Canada and US markets from now until Fall, and target international audiences towards the end of the year and into 2025.

WATCH: [MTB Greatest Hits](#) (scroll to the middle of the page)

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For more information:

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MOUNTAIN BIKING IS A GROWING INDUSTRY:

- Half of Canadians households [own at least one bike](#)
- Mountain biking industry [shows strong growth potential with a 12% CAGR](#) (compound annual growth rate) from 2023-2029, reaching over US\$13.8B by 2029.
- Prince George boasts nearly [300 mountain bike trails](#)
- [TrailForks.com](#) offers a comprehensive guide and map of Prince George's trails
- Over [250km of user created mountain bike routes](#) in Prince George