

FORT WILLIAM MOUNTAIN FESTIVAL 2009

6 - 14 March

A celebration of mountain culture

<http://www.mountainfestival.co.uk>

News Release - Monday 09 March 2009

WHERE IS THE JAM!?

Young mountain bikers to catch some big air and style it out at The Fort William Mountain Festival's first Jump School.

Catching big air, clearing table tops and doubles, tackling tough drop offs and hip jumps and frantic 4 Cross action will all be on the curriculum at the Fort William Mountain Festival's Jump Jam School. Mountain bike champs of the future will learn the skills guaranteed to give them speed, control and, most of all, to thrill spectators wherever they ride as the festival's first ever jump skills session takes to Forestry Commission Sacotland's dirt jump park near Nevis Range base station, Fort William, from 9am on Saturday 14 March.

Riders aged between 12 and 16 with off road experience are invited to learn the ropes and the tricks of the trade under the expert supervision of the team from Edinburgh based Dirt School, Scotland's leading mountain bike coaching company.

Workshops will be aimed at two levels - New Jumpers and Intermediate / Advanced Jumpers. Workshops for both will include straight jump sessions followed by 4 Cross and drop offs training. Riders can take one or both of the classes and following the morning sessions all Jump Jam School participants will be invited to take part in a crowd pleasing skills showcase finale, a real spectacle to round off the 2009 Fort William Mountain Festival.

In the exciting finale of the Jump Jam riders will be graded on their style on the jumps by the other participants. This will be followed by a 4 Cross knockout where participants can put all the skills they have learnt into practice. There will be prizes for 'Best Jump', 'Most Improved Rider', '4 Cross Champion', 'Best Riding Moment' and 'Best Rider of the Day'.

The two New Jumpers and Intermediate / Advanced Jumpers workshops each cost £12.50 but numbers are limited so book early. Access to the post lunch free sessions and entry into the afternoon finale is free to all workshop participants.

Mike Pescod, Festival Director is thrilled to announce the arrival of the Jump Jam School saying; 'The Jump Jam will really end the festival on a high note bringing high-flying mountain bike riding entertainment to the final day of the Fort William Mountain Festival. Riding the jumps is the most exciting way to use your bike and will revolutionise your downhill and cross country riding and under the careful guidance of the guys from Dirt School participants will be promised a session to remember while spectators can enjoy an afternoon of breathtaking jumps and 4 Cross racing.'

This event is organised by the Highland Mountain Culture Association Ltd and sponsored by Off Beat Bikes, the West Highland Wheelers, No Fuss Events, and supported by

Rescue Medics and Dougie Pryce. With expert coaching from the full time professional mountain bike coaches at Dirt School, your skills level will go as high as you want and make sure you have safe landings.

Entry Forms are available at <http://www.mountainfestival.co.uk/workshops.asp> or by calling 01397 700 001. Booking in advance is essential.

ENDS

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Notes to Editors:

The Fort William Mountain Festival, presented with The Nevis Partnership, is a nine-day celebration of mountains and the culture that surrounds them and runs from 6 - 14 March 2009. During the best winter walking and climbing conditions of the year, audiences will be entertained by a varied and packed programme of mountain sports, films, lectures, guided walks, workshops, exhibitions, literature, photography and music for residents and visitors who want to learn about and celebrate mountain culture. The full programme for the 2009 Fort William Mountain Festival will be announced on Tuesday 2 December 2008 - <http://www.mountainfestival.co.uk>. Highlights of the 2009 Festival will include the Best of Banff Film Festival, The Scottish Award for Excellence in Mountain Culture, the International Adventure Film Competition 2009 and Party Up a Mountain.

Full programme - <http://www.mountainfestival.co.uk>

ABOUT DIRT SCHOOL

Dirt School Ltd was set up in early 2007 to provide mountain bikers with the necessary tuition needed to tackle the fast expanding network of trails and events in the UK and worldwide and draws on vast amounts of experience in mountain biking - from Chris Ball, Andy Barlow and Rowan Sorrell.

From beginners to World Champions Dirt School Ltd, Scotland's leading mountain bike coaching company, offers professional downhill, cross country and freestyle mountain bike classes and private lessons to youth, junior and adult riders. With courses available in Scotland (and Wales from June 2008), Dirt School covers all disciplines on some of the best trails in the world.

The Dirt School team teach the essentials of mountain biking success, whether a rider has just bought their first bike, they're preparing for a big event, they fancy beating their mates or if they want to shave vital seconds off their competition race time. <http://www.dirtschool.co.uk>

THE HIGHLAND MOUNTAIN CULTURE ASSOCIATION

The Highland Mountain Culture Association Limited, is a not for profit organisation, whose aim is to promote the understanding and appreciation of

the world's mountain places and people, by creating opportunities for people of all ages to share their mountain experiences, ideas and visions. To showcase these ideals, it stages annually a programme of events within the Lochaber area, called The Fort William Mountain Festival.

Festival Partners & Sponsors

Corporate sponsorship is crucial to the future success of The Fort William Mountain Festival and with your help we can maintain this support and the healthy and productive relationships we have with our sponsors by crediting them in print. This makes a real difference to the festival. Mentions are counted and used as an evaluation of sponsored projects. A credit at the foot of an article or a mention as the title sponsorship can make all the difference to us. Please credit our sponsors where you can.

NEVIS PARTNERSHIP - Presenting Partner

A charitable company formed in 2003 to guide future policies and actions affecting Ben and Glen Nevis and the surrounding area. The Partnership is committed to protecting, managing and maintaining this unique and special environment in a sustainable and balanced way. <http://www.nevispartnership.co.uk>

RIO TINTO ALCAN

Rio Tinto is a leading international mining group headquartered in the UK, combining Rio Tinto plc, a London and NYSE listed company, and Rio Tinto Limited, which is listed on the Australian Securities Exchange. Rio Tinto's business is finding, mining, and processing mineral resources. Major products are aluminium, copper, diamonds, energy (coal and uranium), gold, industrial minerals (borax, titanium dioxide, salt, talc) and iron ore. Activities span the world but are strongly represented in Australia and North America with significant businesses in South America, Asia, Europe and Southern Africa. <http://www.riotinto.com/riotintoalcan>

ELLIS BRIGHAM - The UK's leading Mountain Sports retailer with its heart and soul firmly in the mountains. With over 60 years experience and 16 stores nationwide we cater for the needs of climbers and walkers, skiers and 'boarders, travellers and explorers and all who appreciate being out and about in the great outdoors - <http://www.ellis-brigham.com>

HOTSCOT - HotScot is a leading Scottish web site design agency with an established specialism in tourism and the outdoors. Based in Fort William 'The Outdoor Capital of the UK' they have developed an established pedigree with their reference client portfolio and can deliver a high quality solution backed by real experience - <http://www.hotscot.net>

NEVIS RANGE - Situated on the slopes of Aonach Mor, Scotland's highest ski area, Nevis Range run the UK's only mountain gondola carrying visitors to 2150ft. Winter climbers can also make the most of a ride up on the climber's chair. The downhill mountain bike track has hosted the Mountain Bike World Cup since 2001 - <http://www.nevisrange.co.uk>

THE OUTDOOR CAPITAL OF THE UK

A not-for-profit community company established to promote Fort William and Lochaber as the best place to experience the outdoors in the UK. There are over 65 different activities to choose from in an amazing landscape that encompasses the small isles to Ben Nevis with white water rivers, sea, lochs, beaches, forest, glens, cliffs and mountains in between. <http://www.outdoorcapital.co.uk>

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