



## **PRESS RELEASE**

For immediate release

### **CONTACT:**

Mike Brcic, President,  
Sacred Rides Mountain Bike Adventures  
[mike@sacredrides.com](mailto:mike@sacredrides.com)  
+1.647.999.7955

### **THE ULTIMATE FAMILY ADVENTURE**

#### **Mountain Biking, Yoga, Beaches, and... Kids?**

Sayulita, Mexico --- Ask any adventure-loving parent what having kids meant for their adventure life and their response is usually prefaced by a deep sigh. For outdoor enthusiasts, having kids usually means giving up those 50-day-a-year ski seasons, yearly trips to Moab, or that dream trip to Everest Base Camp, at least for a good decade or more.

But one Canadian mountain bike adventure company is trying to change that. Frustrated by a fruitless search for *real* adventures that are also kid-friendly, Mike Brcic, president of Sacred Rides Mountain Bike Adventures and a father of three young children, decided to take matters into his own hands and develop an adventure that he could take his own family on – and not get bored. The result is the company's new *Ultimate Family Adventure* on the Pacific Coast of Mexico.

Instead of watered-down mountain bike rides on flat dirt roads with the kids, the trip features spectacular daily rides for the parents *without* the children. Every morning mom and dad can get their adrenaline kicks on the local jungle trails in the mountains near Sayulita (1 hour north of Puerto Vallarta), while qualified childminders keep the kids entertained at the spectacular and private Haramara beach retreat. After returning to the retreat for lunch with the kids, it's time for activities for the whole family, including ocean safaris, volunteering, and even kid-friendly surfing.

The 8-day trip also features 2 days in the mountains, based out of the spectacular colonial town of San Sebastian Del Oeste, and is suitable for intermediate-level mountain bikers. Throw in sunrise and sunset yoga sessions in a beautiful studio overlooking the Pacific, and you've got all the makings of the ultimate family adventure!

For more information, visit the Sacred Rides website at [www.sacredrides.com](http://www.sacredrides.com) or call 1-888-423-7849 to speak to one of their adventure specialists.

**PRICE:** \$1995 CAD for parents, \$395-\$1195 for kids

**WEB:** <http://sacredrides.com/rides/mexico/ultimate-family-adventure>

Sacred Rides Mountain Bike Adventures  
#400-215 Spadina Ave., Toronto, ON M5T 2C7 CANADA  
[ride@sacredrides.com](mailto:ride@sacredrides.com) | [www.sacredrides.com](http://www.sacredrides.com) | 888-423-7849



### **ABOUT SACRED RIDES**

Ranked “#1 mountain bike tour operator on Earth” by National Geographic Adventure magazine, Sacred Rides offers small-group singletrack mountain bike adventures and skills camps in 10 destinations worldwide, with a focus on responsible tourism that makes direct, meaningful contributions to local communities.

[www.sacredrides.com](http://www.sacredrides.com)

### **ABOUT HARAMARA RETREAT**

Deep thought and consideration was given to the placement and location of every structure at Haramara Retreat, so as to remain "at one" with the jungle and beach, with minimal environmental impact. Every structure has been hand-made using traditional construction methods.

Spread across the 12 private acres of jungle hillsides, and connected by a network of private paths, there are 15 unique individual cabanas, two yoga pavilions, an open-air restaurant and a spacious spa facility. To accommodate larger groups, Haramara offers two dormitories – a four-person unit and eight-person unit. Each one of the cabanas has been located to offer the most privacy while still taking advantage of spectacular views.

<http://www.haramararetreat.com>

### **YOGA IN NORTH AMERICA**

Nearly 15 million people practice yoga in the United States, and it has become a \$6 billion dollar industry. Yoga retreats are one of the fastest-growing sectors of the specialty travel industry, with retreats now available in nearly every country on earth.

Yoga wear manufacturer LuluLemon is one of the fastest-growing clothing brands in North America, with annual sales of over \$700,000,000.

### **MOUNTAIN BIKING IN NORTH AMERICA**

After a lull in the late 90s and early 00s, mountain biking is enjoying a renaissance in North America. Clubs across the United States and Canada are reporting record membership, and both recreational riding and racing are enjoying unprecedented levels of participation.

Sacred Rides recently carried out an extensive survey of mountain biking via their large Facebook and newsletter subscriber base. 862 mountain bikers from around the world answered the question “Are there more, fewer, or about the same amount of mountain bikers on your local trails as there were five years ago?” The results? 82% said there were more mountain bikers now, 14% said about the same, and just 4% said fewer.

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