

## Media Release

March 2014

# Recreation meets Innovation

Recreation SA are excited to bring Mike Eubank, Project Manager of the highly acclaimed Valmont Bike Park, Boulder Colorado to present at this year's Parks, Leisure and Recreation State Conference.

The conference, to be held in April, talks about how we can develop South Australia as a dynamic state with plenty of recreation opportunities, using the theme 'Learn, Grow, Innovate, Motivate – 10 ideas to transform the sector.'

With cycle tourism now contributing \$2.4 billion to the national economy, investment in bike parks is not only a great way to encourage people to be active, it is economically smart.

Bike Park Recreation has typically focused on one type of cycling, for example track cycling. The bike model that Mike presents brings together a variety of cycling disciplines into a free, year-round, public facility that can be used for day-to-day recreation, programming, and world-class races. The concept supports riders of various abilities to participate and progress their skills, and most importantly encourages family recreation.

Mike hopes to share the Valmont Bike Park experiences with the South Australian audience.

*"Valmont Bike Park is a hugely successful model for cycling recreation. This unique 42-acre urban bike park has won attention from riders from all over the world for its quality of design, construction and innovative terrain park features."* –Mike Eubank

Chief Executive Officer Bicycle SA, Christian Haag adds, *"Good trails alone do not make a Mountain Bike Park, as users are increasingly seeking additional services to enhance their experiences. Simple toilets facilities, access to water, the ability to buy some spares and of course a good coffee are seen as basic requirements and the challenge for SA is to invest in these areas."*

During his visit, Mike will meet with recreation staff from Adelaide Council and Mitcham Council to encourage more trail and innovative bike park development.

Mike Eubank will be in Adelaide on 8 and 9 April when interview or photographic opportunities can be arranged. Prior to this, interview opportunity is available from Recreation SA.

### Contact Recreation SA

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