



Women's Adventure

Spring 2011

Skills: Mountain Biking

Featuring: Verve

Circulation: 115,000

Readership: 345,000



Gear

Osprey's new **Verve Hydraulics Series** is dripping with hydration innovations: a magnetized hose keeper, a slosh-minimizing compression system, and an easy-loading reservoir. But, the real beauty of these packs is their on-trail performance: a stay-put fit, ventilated back, and interior pockets in each of the series' sizes (four to 13 liters). ospreypacks.com; \$64-\$94

Mountain Biking

Your Challenge:

Clear an obstacle that's always caused you to dismount before.
Timeframe: 3 months

Who's Done it:
Erin Savarese | 42, Lafayette Hill, PA
 "It took me a long time to conquer The Mother—a big, tricky climb—for the first time. Now, even though I don't always make it up the hill, when I do, I know it's going to be a good ride."
Christina Faust | 36, Greensboro, NC
 "I fell just walking down a 12-foot steep on the course of my first downhill race. I still can't believe I rode it, but people made it look easy and I finally learned to trust in my bike."

40 length (in mins) of the average adult ride

What we love about mountain biking?

Competition	11%
Community & Friendship	11%
Trail	14.9%
Speed & Adventure	28.8%
Being outdoors	49.4%

What would get you riding more?

If it was cheaper	17.2%
Women's skills coach and events	14.4%
An MTB awareness campaign	42.9%
Being outdoors	18.4%

What keeps us off the trail?

It's expensive	9.7%
No events or races	11.1%
We're too busy	25.7%
No info about MTB or where to ride	34.6%
It's too hard	69.4%

35.7 average days/year a MTB'er hits the trail

Advocate Jenn Dice
 Jenn Dice might be the dirtiest girl in Washington, D.C.—at least when it comes to biking. Her politics? Relatively clean, she claims. As the government affairs director for the International Mountain Bicycling Association (IMBA), Jenn's agenda is crystal clear: "We're trying to make sure you have a great place to ride close to home," says the 38-year-old who's been riding knobby tires since 1998. Why does she work so hard so you can ride? Read on:

What does IMBA actually do?
 In addition to lobbying local and national policy makers, we've been successful building literally hundreds of miles of trails all over the U.S. that are open to mountain bikes. We're a great partner with land managers: raising money, building community support, and bringing the expertise and manpower support to build sustainable and fun trails.

Why is advocacy important?
 Especially with mountain biking, it's exciting to be part of a movement or campaign that's bigger than yourself and your individual ride. As cyclists, our power is in our political clout and numbers. That's what I take to elected officials: How many people does IMBA represent in their district? If I can show that I represent thousands of cyclists, we have the numbers to effect change. ■

[Go to ospreypacks.com to see a complete listing of gear to read the press release announcement with Jenn.]

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Ride your bike safely and healthily. Adult cyclists typically have a fitness level equivalent to someone 10 years younger and a life expectancy two years above the average. ©2011 Osprey Packs, Inc. All rights reserved. Photo: ©2011 Osprey Packs, Inc. Illustration: ©2011 Osprey Packs, Inc.

