



DRAFT: FOR IMMEDIATE RELEASE

Big Bear Cycling Association Announces Plans for Tour de Big Bear 2025

Save the Dates for, August 1-2, 2025

Big Bear Lake, CA – [Date] – [The Big Bear Cycling Association](#) (BBCA) is thrilled to announce the highly anticipated return of the [Tour de Big Bear](#) in 2025. The Tour de Big Bear has solidified its status as a leading Gran Fondo in North America. Voted number one in 2023, it has again been ranked among the top 10 by Gran Fondo Guide this year. Organizers are excited to announce that the event is set to expand and elevate the cycling experience with a weekend full of new races & rides, bike demos, and enhanced activities for 2025.

New Horizons for Tour de Big Bear

Situated in the stunning San Bernardino National Forest at an altitude of 6,752 feet, Big Bear provides ideal cool temperatures for summer biking. The event, located at Big Bear Mountain Resort, features routes passing through high mountain areas like Onyx Summit and offers picturesque views of the “Arctic Circle (CA 330) around Big Bear and Baldwin Lakes, ensuring an unforgettable experience for cyclists of all skill levels. As riders navigate these routes, they will encounter creative and enjoyable Aid Stations offering ribs and other delicious snacks, along with entertainment, photo contests, and even a couch for a coffee break.

To accommodate the rising popularity of mountain biking, the Tour de Big Bear is expanding its 2025 schedule to include Cross Country mountain bike events. Organizers are crafting exciting new routes for both novice and experienced riders, with more information to be released in the upcoming months.

During the first week of August, Big Bear Lake will become a focal point for the cycling community, as the Monster Energy Pro Downhill Series will be hosting the US Cycling Gravity National Championship that same weekend at the nearby Snow Summit resort.

New Features and Enhancements

Furthermore, the Tour de Big Bear is expanding its 2-day expo to include a "Bikes and Brews" festival. Cyclists and attendees can indulge in beer tastings and enjoy live music, enhancing the festive atmosphere. Families are encouraged to join the celebration with attractions like Kids Balance Bike Races, a Skills Course, the ever-popular evening Glow Ride, and various festival entertainments.

Innovative Collaborations for Event Growth

In partnership with [Visit Big Bear](#), a significant change for the 2025 event is the strategic alliance with [Facets Marketing](#), an agency renowned for its expertise in cycling and adventure sports. This collaboration highlights a mutual commitment to enhancing the Tour de Big Bear while honoring the vibrant Big Bear community. Facets Marketing, under the leadership of cycling industry expert Holly Colson, will take the lead in implementing the growth strategy for the Tour de Big Bear. Colson brings a

wealth of experience from her executive roles in the cycling industry and her extensive background in marketing events such as the Life Time Sea Otter Classic.

Event Details and Goals

In addition to the new Mountain Biking events, the Tour de Big Bear offers road routes for all skill levels, including a Family Fun Ride, 25-, 50-, 70-, or 100-mile events, and thrilling gravel rides such as the 50-mile Dirty Bear and 25-mile Dirty Cub. The event will kick off and conclude at Big Bear Mountain Resort, [registration is now open](#).

The weekend is packed with engaging activities like the Friday Poker Ride, Friday Night Glow Ride, and Sunday Recovery Rides. Meanwhile, the cycling expo on August 1 and 2 will boast 50+ cycling vendors, product demos, a complimentary bike valet, and a wide array of food and beverage options.

The BBCA is also committed to giving back to the community. Since inception, the event has distributed more than \$1 million [to local charities and schools](#). With the expanded 2025 event, the association aims to double this impact of support to the local area.

Be a Part of Big Bear Weekend

Whether you're an experienced cyclist, a casual enthusiast, or a family seeking adventure, the 2025 Tour de Big Bear promises a truly exhilarating experience. Don't miss the chance to be part of this extraordinary weekend of cycling, community, and the breathtaking beauty of Big Bear Lake.

With the remarkable expansion of the event, the Big Bear Cycling Association has launched a dedicated website at www.tourdebear.com. Here, you can find comprehensive event details and easily [register to ride](#). Be sure to follow social media for the latest event announcements and special promotions.

About Big Bear Cycling Association: The Big Bear Cycling Association is dedicated to promoting cycling in the Big Bear Lake region through events, advocacy, and education. The Tour de Big Bear stands as a testament to BBCA's commitment to creating unforgettable cycling experiences while enriching the local community. Learn more at: <https://bigbearcycling.com/>

About Facets Marketing: Facets Marketing is a full-service agency specializing in marketing services for cycling and adventure sports brands. With a focus on data-driven strategies and innovative marketing solutions, Facets Marketing has a national client base and takes pride in cultivating bold projects in stunning locations. Visit <https://www.facets.marketing/>.

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