



2010 US CUP

US Cup announces West Coast Regional Triple Crown Series.

Huntington Beach, CA
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The US Cup is pleased to announce that the **Kenda Cup West Series, presented by Specialized** will incorporate two of its rounds to create the **H2O Overdrive Triple Crown All Mountain Regional Series.**

“The response to our Triple Crown All Mountain Series has been overwhelming, comments US Cup Chairman R. Scott Tedro. “We are running a “Beta” test within the Kenda Cup West series. If all goes well, we would like to implement the regional Triple Crown concept nationally for 2011.”

Bonelli Park will still remain as a National Caliber Triple Crown event, along with Nathrop, Colorado and Massanutten, Virginia. These events will offer the National Triple Crown payout as posted.

However, out in the Kenda Cup West series, the **Santa Ynez round scheduled for 4/10-11** and the **Santa Barbara Bike Festival scheduled for 6/5-6** will now be the second and third round of the “regional Triple Crown” format.

“The birth of the **H2O Overdrive Triple Crown all mountain Pro series** was two fold, explains US Cup marketing director Ty Kady. “One, we wanted to invest our money back into the Pro field in the form of larger and deeper prize pursues so these riders could subsidize their careers. Two, we wanted to do something that the riders, industry and fans could get behind as a whole and really enjoy some great racing!” continues Kady.

“However, we realized there are some quality local and regional riders that due to work, family or other constraints can’t make the other two National Triple Crown events. So we wanted to experiment with a regional triple crown all mountain concept in the west and see if the increased prize pursue and media helped out some of these privateers and provided added value for our event sponsors” commented Ty Kady.

The regional Triple Crown pro payout has been posted on the official US Cup website. For the Santa Ynez and Santa Barbara Bike Festival rounds, there will be an influx of prize money available for the winners. Potentially up for grabs is a possible \$3,000 dollar Pro pursue for both the men and women’s field, which would pay down to 30th position if the field requirements were met.

The top five Pro series finishers of the H2O Overdrive All Mountain regional series will go for an additional \$2500 dollars in overall series cash, paying both the men and women’s field equally..

<http://www.uscup.net/up/file/pdf/2010%20Triple%20Crown%20Regional.pdf>

