

## **Selle Italia-sponsored Erick Auger aims for podium at World Solo 24 Hours of Adrenalin Championships**

July 2009 – For the second consecutive year, **Erick Auger** will participate in the World Solo 24 Hours of Adrenalin Championships in Alberta, Canada, on Saturday and Sunday, July 25<sup>th</sup> and 26<sup>th</sup>. This year, **Auger** is the only representative from Quebec among the 150 pre-qualified cyclists hailing from 15 different countries. This extreme mountain bike race is on a closed circuit of approximately 20 kilometers. The rider who completes the most laps during the 24-hour period will be the winner. For this 11th edition of the race, the organizing committee has created a challenging course over Canadian Rocky Mountain trails during which the riders will climb an altitude of 650 meters on every lap!

**Auger's** participation in last year's race allowed him to test his abilities against the best competitors in the world. He finished 10<sup>th</sup>, and the event contributed tremendously to his experience as a cyclist. **Auger** has trained extensively for this year's World Championships. Throughout the past year, **Jason Simon** of *Carmichael Training Systems* has monitored the cyclist closely, refining **Auger's** training program. "I am physically and mentally prepared for the World Championships," said **Auger**.

For this type of competition, the saddles on **Auger's** bikes must be tried, tested, and reliable. **Selle Italia** saddles is proud to sponsor this remarkable endurance athlete, whose objective is to complete the World Championships in 13 laps, totaling 260 kilometers and 8,450 meters of ascension!

Follow **Auger's** performance in real time beginning at noon on Saturday, July 25<sup>th</sup>, on the new interactive website that is the official site of the World Championships, [www.24hoursofadrenalin.com](http://www.24hoursofadrenalin.com). To find out more about **Auger**, please visit [www.erickauger.ca](http://www.erickauger.ca).

Below left: **Selle Italia's Flite Team Edition Saddle**. Below right; **Erick Auger** is ready to compete in Canada's World Solo 24 Hours of Adrenalin Championships. Photo by **Nicolas Tremblay**.

