



**Lava Tours**  
reto@lava-tours.com  
US toll free: 1-888-862-2424  
US Fax: 1-530-431-2583  
Costa Rica Office: +506-2281-2458

## **FOR IMMEDIATE RELEASE**

### **Lava Tours signs on as a sponsor of El Reto de los Volcanes mtb stage race in Costa Rica**

(Guadalupe, Costa Rica – October 29, 2009) Lava Tours, Costa Rica’s epic mountain biking tours operator, recently signed on as a major sponsor of El Reto de los Volcanes mtb stage race, April 9 – 11, 2010.

“We are excited about our participation in the 4th edition of El Reto de los Volcanes,” said Carlos Cardona, Owner of Lava Tours. “Supporting this awesome race allows us to promote the sport in Costa Rica and at the same spread the word about biking in Costa Rica to the rest of the world.” he added.

El Reto de los Volcanes is a three day stage race that visits five volcanoes, several protected national areas and includes epic ascents and miles of singletrack descents, some thing very unique in Costa Rica. “Most races in Costa Rica stick to “tried and true” gravel roads and mud pits, but that is certainly not my idea of a good race,” said Cardona.

Lava Tours has committed to the event’s organizers both financial support and support in attracting international participants. Racers from overseas will appreciate El Reto’s grassroots approach. Many of the volunteers are locals who love the sport and want to see it prosper in their hometown and it is common for many locals to cheer racers as they pass by. It is also a unique way to visit key tourism destinations such as Irazú, Turrialba, Barva, Poás and Arenal Volcanoes.

Another defining characteristic of El Reto de los Volcanes is that it is Costa Rica’s racer-friendliest event. After each stage racers are greeted with a hot homemade lunch and after refueling they can reach the comfort of their hotels without long shuttles. Likewise, the last stage ends at a natural hot springs resort on the slopes of active Arenal Volcano where participants are welcome to use the facilities as long as they wish.

Lava Tours can be reached at 1-888-862-2424 (US/Canada toll-free) or at 1-315-849-3528. For additional information about El Reto de los Volcanes please visit [www.retodelosvolcanes.com](http://www.retodelosvolcanes.com) or email reto@lava-tours.com.

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