

Media Release

Immediate Release, Monday, October 4, 2010

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When/Where:

Mount Diablo Challenge - October 3, 2010, at the Athenian School, 2100 Mount Diablo Scenic Boulevard, Danville. Start gun fired at 8:30am.

Art: Links to download various sizes included below. Please call if you have any difficulties or requests.

Link to Download: <http://www.flickr.com/photos/45234533@N05/5049094586/sizes/o/in/set-72157624964200433/>

Caption: Mount Diablo Challenge cyclists warming up on trainers for the 11.2 mile climb at the Start line.

Credit: Scott Hein, www.heinphoto.com

Link to Download: <http://www.flickr.com/photos/45234533@N05/5048477369/sizes/o/in/set-72157624964200433/>

Caption: Winner, Jonathon Moskowitz, celebrates his victory as he crosses the Mount Diablo Challenge finish line first.

Credit: Scott Hein, www.heinphoto.com

Title

Save Mount Diablo's 29th Annual Mount Diablo Challenge

DANVILLE, CA- 1,000 cyclists charged up Mount Diablo for two reasons yesterday – to take on one heck of a challenge and to help preserve Mount Diablo. The Mount Diablo Challenge, recently named the “East Bay’s Best Uphill Bike Race”, is 11.2 miles of timed vertical cycling, starting at the Athenian School in Danville and climbing up Southgate Road 3,249 feet to the summit of Mount Diablo.

Both amateur and professional cyclists competed and prizes were awarded for several categories in a ceremony at the summit with food and beverages for all. This year, a new record was set for the strenuous climb up Diablo’s slopes by Jonathan Moskowitz of the Taleo cycling Team, who completed the Challenge in a mere 46 minutes and 40 seconds. Taleo, the Talent Management Company with offices in Dublin, was the Event Sponsor for this year’s Mount Diablo Challenge more than 50 members of the Taleo Cycling Team participated in the Challenge.

Riders of all ages participated and competed on many types of non-motorized cycles, including tandems, unicycles and hand powered vehicles. Mount Diablo State Park was closed to all outside traffic for the duration of the event and cyclists were assisted by State Park escorts during the descent.

All riders that reached the summit in less than 1 hour, no easy feat, received a special complimentary “1 Hour” T-Shirt. Awards were given to top finishers, Jonathan Moskowitz (46:40), Stephen O’Mara (47:11) and Christopher Phipps (47:14) for males and Susannah Breen (54:16), Jenny Slawta (55:48) and Jean Harvey (57:39) for females. Proceeds benefit Save Mount Diablo to preserve, defend and restore the remaining 80,000 acres on Mount Diablo and its foothills for wildlife and people to enjoy.

Summary

Who: Save Mount Diablo, non-profit organization in Walnut Creek, CA

What: 29th Mount Diablo Challenge - winners

Where: The ride began at Athenian School in Danville and follows Southgate Road 3,249 feet to the summit of Mount Diablo.

When: Sunday, October 3, 2010

Why: One of the most challenging uphill climbs with proceeds benefitting Save Mount Diablo's land preservation programs. Only half of Mount Diablo is preserved. The other half nearly 100,000 acres remains at risk of being lost forever.

How: Results and photos will be available at <http://www.SaveMountDiablo.org>.

Save Mount Diablo is a non-profit 501(c)(3) conservation organization, which has been preserving lands on and around Mount Diablo and educating the public to the mountain's natural values since 1971. Preserved lands have increased from 6,788 acres in one park to more than 100,000 acres in 40 parks and preserves. Save Mount Diablo continues to preserve, defend and restore the remainder of the mountain. Contact: Save Mount Diablo, telephone: (925) 947-3535, fax: (925) 947-0642, 1901 Olympic Blvd., Suite 220, Walnut Creek, CA 94596; www.SaveMountDiablo.org