



ELITE FREERIDE MOUNTAIN BIKE ATHLETES STOP AT HORSESHOE VALLEY RESORT

Watch world-class slopestyle athletes and explore local resort mountain bike festival

FOR IMMEDIATE RELEASE

BARRIE, ON, July 8, 2025: Horseshoe Valley Resort welcomes some of the world's top freeride mountain bikers and local talent as the Crankworx Summer Series Canada returns July 10–13 featuring high-calibre competition, outdoor entertainment and free spectatorship.

This signature summer event will bring together a diverse field of athletes competing across three days in Downhill, Slopestyle, and Dual Slalom disciplines. The marquee event, FMB Silver Slopestyle, takes place Saturday, and is one of only a few Silver-level events sanctioned by the Freeride Mountain Bike Association (FMBA) in Canada this year.

Spectators are invited to line the course and experience the thrill of watching international-level athletes throw down tricks just steps from the base of the resort. Expect big air and high energy all weekend long.

“Events like this really highlight how strong the riding scene is here in Simcoe County. It is amazing to watch the tricks and talent up close,” said Sarah Tyler, marketing manager of Horseshoe Valley Resort. “Bring the kids, take in the action and make a day of it at the resort this summer.”

Key Events

Friday July 11, 2025

11:45 a.m. - 1:45 p.m. Downhill TechFlow presented by GSMBC on Over the Hedge

4 p.m. - 6 p.m. Downhill TechFlow presented by GSMBC on Party Train

7:30 p.m. Best Trick presented by Project 321

Saturday, July 12, 2025

3 p.m. - 5 p.m. Slopestyle Finals

3 p.m. - 7 p.m. Apres Patio Party featuring Heineken Silver and Hop Valley with G.B. Covers

Sunday, July 13, 2025

1 p.m. - 5 p.m. Dual Slalom presented by Rally

“There is an incredible energy expected off the hill too,” said Jessica Brake, sponsorship manager of Freed Hotels and Resorts. “Our Vendor Village and the resort’s Après Patio all add to the festival vibe. It’s exciting to see so many local partners come together to create a festival atmosphere that everyone can enjoy, whether you ride or just want to be part of the action.”



The event also features a lively Vendor Village open Friday through Sunday, complete with gear demos, local brands and giveaways. Visitors can pick up a Crankworx Passport, collect initials at vendor booths and enter to win awesome prizes.

Younger riders can join in the fun with Kidsworx, presented by Bikeland and RADCO, offering beginner bike activities and ride zones for the next generation of shredders on Saturday.

Notable Riders

Some of the many riders to watch are from Ontario, including Jaden Chipman, a 25-year-old from New Lowell and 2019 Canadian National Champion in Freestyle BMX. A member of Team Canada, Chipman brings big air to this world-class field. He returns as last year's third place winner. Keon O'Brien from Toronto was the first place winner last year of this event and will be back to compete on the Horseshoe Valley course. Tori Dzenis will be coming back to her home province as one of our top female competitors.

Lisa Marie Blanc from France is flying in to earn FMB points along with others from Australia, the United States and many riders from British Columbia, Canada.

With live DJ sets, patio dining, resort activities and family-friendly spectating, there's something for every visitor. Make it a full day of fun in the valley.

Dining and other summer activities are available on site for day visitors. The resort is currently sold out of accommodations for the upcoming weekend.

More details will be available at horseshoeresort.com/events and crankworx.com/crankworx-summer-series/horseshoe-resort/.

ABOUT US

Horseshoe Valley Resort, established in 1962, is a four-season family-friendly getaway destination for outdoor adventures, conveniently located just over an hour north of Toronto and 20 minutes from Barrie. Experience the scenic surroundings of Horseshoe Valley. Horseshoe Valley Resort is a property of Freed Hotels & Resorts.

With 29 Alpine ski and snowboard runs, 30 km of groomed Nordic trails, terrain park, snow tubing, snowshoeing, fat biking, 18-hole golf course, lift-operated downhill bike park, mini putting, Lake Horseshoe, Treetop Trekking, SMART Riding Adventures, hiking and cross country biking trails, two restaurants, Amba Spa and more, there's something for everyone!

MEDIA CONTACT

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