



# NORCO

## CANADIAN ENDURO SERIES

presented by:

# SMITH

### THE NORCO CANADIAN ENDURO SERIES RETURNS WITH A NEW DIRECTOR AND EXCITING POST-PANDEMIC GROWTH PLANS

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With a slate of races set for 2021, and a race series that will stretch across the country in 2022, the **Norco Canadian Enduro Series (NCES)** has returned from the pandemic with renewed energy and a new Managing Director.

As of today, the BC Enduro Series and Canadian Enduro Series will be directed by Matt Holbrook, of HSM Sport + Event. Ted Morton, founder of BC Enduro Series Inc. (the company that owns the BC and Canadian Enduro), will stay on board in a consultancy capacity, assisting with operations for the duration of the 2021 races. Joining Morton in managing the event operations for all three races will be NCES Events Manager Brooke Hanson.

In 2016, Morton founded the Canadian Enduro Series after working alongside the creator of the BC Enduro Series (est 2014), Megan Rose. Rose brought enduro racing to British Columbia in a big way and continues to be an integral part of the enduro community with her worldwide Trans Enduro styled events. Upon assuming ownership of the BC Enduro Series in 2016, Morton launched a full calendar of events spanning across Canada in 2017 and the first national enduro series was born. Over the years Morton has elevated the profile of enduro racing in Canada and showcased Canadian riders, communities, and trail clubs to the world. He is eternally grateful to the community champions, volunteers, friends/family, brands and partners that collaborated to build the enduro racing community over the past five years. Notably, under direction from Morton, the BC Enduro Series Inc. to date has donated more than \$250,000 to trail networks across Canada.

Matt Holbrook assumes ownership of the BC and Canadian Enduro Series after a 20+ year history of successful sports management across the country. With an original focus on soccer development working for the Vancouver Whitecaps, BC Soccer, and the Ottawa Fury, in recent years Holbrook's company has branched out and into the trail running and mountain biking race market by launching Fraser Valley Trail Races (FVTR) in 2019 and Fraser Valley Bike Races (FVBR) in 2021. After a period with the City of Surrey as its Sport Tourism Manager, Holbrook

shifted focus to the trails, and assuming the ownership of the NCES is a natural progression in his company's event and race management portfolio. Holbrook will also bring his Operations Manager from FVTR/FVBR, Kara Delwo, to the NCES to support the event production team.

Morton, commenting on the transition of the NCES ownership, stated, "Enduro racing in Canada is the most sought after type of racing at the moment, and I believe that Matt and his team will take the BC and Canadian Enduro Series to the next level, while maintaining an inclusive community for beginners, aspiring professional athletes and world-class athletes alike! Over the next few months I will be working closely with Matt and the enhanced NCES team to ensure that the positive elements of our events retain their legacy. This wouldn't be possible without the unconditional support of our long time sponsors, venues, and of course our community of racers. Our 2021 races will be bigger and better than ever as we have more staff and professionals working collaboratively than ever before!"

Morton continued, "Personally, I'm excited for my new endeavour, in March I became a full-time Trails Technician at McElhanney LTD., where alongside my team I have the opportunity to design and plan trails across the country for a myriad of clients both in the public and private sector. This is a culmination of more than ten years spent advocating for trails, adventure tourism consulting and event production/management".

Holbrook, knowing he has big shoes to fill in taking the NCES to another level, commented, "It's been a slightly daunting challenge to take over from Ted, knowing the tradition and exciting product that he has established. I feel honoured to be building on years of successful events, albeit there is a challenge to grow this series coming out of a pandemic, however, we're excited to welcome back familiar faces and reach even more riders who've embraced the sport during the pandemic".

### **About the Norco Canadian Enduro Series**

The NCES has become the flagship enduro series in Canada and the preeminent enduro series in North America. With events in BC, AB, ON, and QC planned for 2022, the Series represents a solid Canadian competitive stage for athletes focusing on the Enduro discipline to garner serious mileage, while using this series as a stepping stone to the Enduro World Series. For 2021, the NCES has race weekends at Panorama (Aug 28-29), Sun Peaks (Sept 25-26), and Whistler (Oct 16-17). Visit [www.canadianenduro.com](http://www.canadianenduro.com) for more info or to register before the races sell out.

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