

**Nominee:** Cycle Greater Yellowstone

**Award:** Event of the Year

**Statement of Nomination:**

Cycle Greater Yellowstone (CGY) is a week-long fully supported bike tour which brings 350 riders (plus over 100 support staff and vendors) to Montana and the region every August. 2016 will be our fourth year and will take place entirely in Montana.

CGY is a signature event of the Greater Yellowstone Coalition, a non-profit conservation organization based in Bozeman, MT. The event brings riders from across the country (1600 riders so far) and exposes them to the unique landscapes, people and wildlife of Montana and the Yellowstone region. Our riders overwhelmingly report being fully inspired. In 2015, 93% of our riders reported a “really good” or “amazing” experience.

CGY marketing efforts expose thousands of high-income people nationwide to inspiring images and messaging about Montana and the region through professionally produced videos, social media, and over 100 presentations to interested groups. CGY has over 5,000 active email recipients, and thousands actively engaged through social media.

CGY works closely with the Montana communities we visit, engaging local businesses and volunteer community members. CGY has a large economic impact on these Montana communities: approximately \$25K per community. In addition to the economic impact, CGY provides a unique opportunity for riders from all over the country to meet and get to know local Montanans.

Our major vendors are all Montana based, with annual contracts totaling almost \$400K. CGY is a unique event that provides a tremendously memorable experience of Montana, creates lasting relationships and enormous economic benefit to Montana communities.

**Website or relevant link:** <http://www.cyclegreateryellowstone.com>

**Website or relevant link:**  
<http://www.carboncountynews.com/content/riding-cloud-cyclists-come-town>

**Website or relevant link:** <https://www.facebook.com/CycleGreaterYellowstone/>

