



Crankworx coming to Rotorua

Mountain biking is getting the biggest shake up it may ever see in Australasia with the world's largest festival, Crankworx, rolling into Rotorua for the next three years.

The phenomenon that is [Crankworx](#), which also includes the [Enduro World Series](#), will make its way to Rotorua from 25th – 29th March 2015, marking the first event on the professional racing calendar for the year.

Crankworx Rotorua brings with it the best mountain biking pro-athletes for competitions, concerts, culture and cranking. Rotorua will be a part of the Pump Track series and will host Speed and Style, Slopestyle, Downhill and Enduro events over the five days. There will also be a raft of other events surrounding the festival for amateur and non-bikers, including a soon-to-be-announced music festival featuring top New Zealand artists.

Run in conjunction with Canadian owners Crankworx Events Incorporated (CEI), the local festival operator and organiser will be not-for-profit company Mountain Bike Events Ltd, a public-private joint venture of Rotorua District Council, Skyline Rotorua and Tak Mutu.

Event Director and owner of Multi-Day Adventures and Mountain Bike Rotorua, Tak Mutu, says Crankworx is the best it gets for mountain biking.

"We are so stoked to be bringing Crankworx to our home town Rotorua. I can't think of a better place to bring the world to showcase our adventurous spirit and culture. The benefit to both the community and the economy is going to be huge and will put Rotorua on the map as the place to be for mountain bikers in the Southern Hemisphere."

Mr Mutu says securing the first round of the Enduro World Series is also a massive coup.

Rotorua Deputy Mayor and Council Economic Growth Portfolio Lead, Dave Donaldson has been a pivotal part of attracting these events to the region and is at Crankworx Whistler with a privately funded Rotorua delegation including Mr Mutu, New Zealand Giant 2W Enduro series director Neil Gellatly and general manager of Skyline Rotorua Bruce Thomasen.

Mr Donaldson says Crankworx will be an event not just for riders, but for people who like to watch extreme sports too.

"It's not just for mountain bikers, but for anyone who likes to see amazing athletes demonstrating incredible skills – it's like the X-Games of mountain biking, with a real festival vibe.

"Sitting here at the foot of the trails of Whistler it is easy to see why this is so important for New Zealand. In terms of global exposure for mountain biking events, Crankworx is number one, so securing the third international location is a fantastic thing for Rotorua and the community."

Rotorua District Council events manager, Martin Croft, says securing a showcase event of this calibre is exactly what Rotorua needs and thrives on hosting. He says it complements the council's and community's Rotorua 2030 goals around energising the local economy, and recreation and lifestyle opportunities.

"The Crankworx festival fits naturally with Rotorua's profile as being a world-class host city and an ever-growing community of mountain biking fanatics with a deep-seeded passion for the sport – it's a perfect fit for who we are. One of the criteria for CEI was to find a location that was truly passionate about mountain biking and they recognised that in Rotorua straight away."



Rotorua has become known as the home of mountain biking in New Zealand, building on a number of events such as the 2006 UCI World Champs and two successful Rotorua Bike Festivals. Red Bull Magazine also ranked Rotorua's Whakarewarewa forest in the top eight mountain biking destinations in the world in 2013 – the only Southern Hemisphere location to feature.

Skyline Rotorua's [Mountain Bike Gravity Park](#) will be host to the numerous mountain biking events, with the newly refurbished Eat Street on the Rotorua lakefront the second base of action for the music festival, prize-giving and competitions.

Mr Mutu says top New Zealand artists have already been secured and it's a great opportunity to showcase our emerging music industry on the world stage.

"It's not all about the biking at Crankworx - a lot but not all."