

# LEGION REPORT

2019



# CAMARADERIE

529 Legion has been enthusiastic about bikes for 16 years. We have been out on trails riding, racing, advocating, building and supporting. In that time, our club has grown just as a family would. We've diversified our racing to include enduro, epics, and cyclocross. We've moved members around the world and we've become a little more diverse in our demographics. We have come to realize that 529 Legion is more than bikes, it's about the people, the trails, and the communities we love. This year we highlight and celebrate the diversity in our mountain bike family.



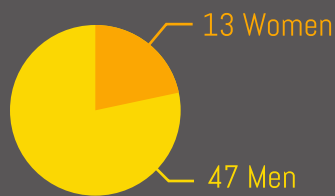
529 Legion and our extended family

We have consciously strived to make 529 Legion an inclusive team and have branched out in age, gender equality, sexual orientation, ethnicity, and level of fitness and skills. We have grown our Youth Program and our Ladies Legion.



529 Youth Legion rider on the Capitol Forest podium, Washington

## 529 FACTS



10 countries of origin  
12 languages spoken

Most Senior  
56 yrs old

Most Junior  
7 yrs old



Ladies Legion and Youth Legion

The 529 Legion Youth Program guided eight middle and high school kids into participating in their first community cross country mountain bike races. Coaching in the WA Student Cycling League (WSCL) put us into contact with kids from families that were not aware of the opportunities in our area. Their parents didn't know how to get their enthusiastic riders into a competitive format in the area. We provided information and support to get the kids racing in a local series, and most of them had a chance to stand on the podium at least once!

Ladies Legion has been a subset of 529 Legion for years. This year we have increased our rides with younger women, older women and some new friends who had never mountain biked before! We host an encouraging women-only ride once a month that always encompasses progression and ends in hugs and smiles.



Lorant dropping into Clown Shoes, Whistler



When she wins, we all win

# PROGRESSION

In typical fashion, a 529 Legion team member extends an invitation to fellow MTB friends to participate in an event. That leads to several folks registering, looking at their calendar, and realizing they have fitness goals. That leads to training rides on gravel and hills together. That leads to hanging together on race day, suffering together in the cold and on the climbs, fixing Mike's 5 flats together, finishing mostly together, and chowing down the burgers and chips and beer afterward while recounting the day's highlights and pitfalls. These events build memories. They build community one relationship and one event at a time. That's what we do. We welcome new participants and invite them to return. We grow our community. Community draws us in and keeps us engaged and informed. To go far, we go forward as a community.



Chuánqí and Kevin on the BuDu podium, Washington

## 2019 BUDU HIGHLIGHTS



8 Races



14 divisions



98 Entries



27 Podiums

### CAT. 2

12-14 women's division

Youngest entry

Oldest entry

### CAT. 3

50-59 men's division

In 2019 we chose to spotlight our local cross country races through BuDu Racing. The races take place in the cold days of winter and early spring. They are located around the Puget Sound area and race in all kinds of weather on all kinds of trails. This year 529 Legion mixed it up a bit holding a themed costume contest and musical accompaniment at each race. We upped our food and beverage game and made sure to always have a couple of heaters ready when racers finished. Supporters were ready to cheer. We had a great turn out and a whole lot of fun.



Brandon finishing strong at Leadville 100, Colorado

529 Legion riders also raced at Whistler Crankworks, Race Cascadia, Leadville, the Swiss Alps Epic, local and national cyclocross events, NW Epic Series, local enduros and NWCup Races.



Craig advancing positions in CX race, Washington



Nate showing us the pro line on Samurai Pizza Cat, Whistler

# COMMUNITY

We are so fortunate to have great bikes, great gear, and great trails. We are even more fortunate to be able to take ourselves off to really cool places to ride away from home occasionally. Each year a large group from 529 Legion makes at least one trip to Whistler for downhill and amazing cross country trails. This year we also organized a large group trip to Bend, Oregon. A lucky few took bikes off to Arizona, California, Colorado, Peru, and Germany. In 2020 we have a hearty contingent riding BCBR. We're out spreading the word about our amazing sponsors and the excitement of mountain biking everywhere we go because it's just too much fun not to.



Audrey, Susan, and Keag spelling out 529 at BuDu race



529 member donating time to improve trails for the community



**evergreen**  
MOUNTAIN BIKE ALLIANCE

529 Legion continues to generously support Evergreen Mountain Bike Alliance. We work as a group to make sure we help with advocacy, trail building, and financial support. Many of our members have gone the extra mile and support Evergreen as Team Epic members. Many of our kids have attended Evergreen Kid's Camps and some of the older "kids" have worked as coaches.

## INSTAGRAM PROGRAM

This past year our team members have been making social media impressions from trailheads, deep forests, bike shops, and campfires. We've held two photo contests giving everyone a chance at influencer marketing. As we grow the audience on Instagram, we promote sponsors' bikes and gear in stories that are personal and persuasive.

We estimate more than 50k impressions and 12k likes from thousands of fans around the world. We expect the numbers to trend up even faster in 2020.

Greeting fans on Instagram from the lift chair, Whistler



Our Thursday Night Rides have been officially providing an open invitation to ride local area trails with a bunch of 529 Legion riders for 16 years. We start the ride at 6:00 pm. We end the evening with dinner. Some nights we have five riders but other nights the group is as large as 25 riders forming a couple of smaller groups. It is a great opportunity for everyone on 529 Legion to introduce friends to the sport, meet new riding buddies and always know we've got a chance to ride before the weekend.



Riders at Thursday Night Ride work 9 to 5, but live 5 to 9

# THANK YOU

**SRAM**

**SANTA  
CRUZ**

**KIRKLAND  
BICYCLE**

**IBS**

**SPANK**

**EDGAR  
BIKES**

**SMITH**

**SCHWALBE**



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