



FOR IMMEDIATE RELEASE

November 30, 2020

Bianchi USA named Title Sponsor of Rock Cobbler 8.0

Bakersfield, CA— SamBarn Promotions is pleased to announce that the Rock Cobbler 8.0 has partnered with Bianchi USA to be the Title sponsor for the 2021 event. The “Cobbler” as it's commonly known is scheduled for February 13, 2021, in Bakersfield, California. The partnership with Bianchi not only celebrates the growth of the Cobbler event itself, but also serves as a launch pad for Bianchi’s new range of dedicated gravel bikes, set to be introduced at the event.

“SamBarn and its crew are incredibly excited to have Bianchi USA on board as our title sponsor for Cobbler 8.0! We look forward to sharing our diabolical event and its uniqueness with Bianchi USA and showcasing their new gravel bikes with all the Cobblers. Bianchi is steeped in a long, rich history of quality and unique innovations. We are thrilled to bring them into our tradition of unique, glorious, euphoric challenges and suffering (and fun!) that is the Rock Cobbler.”—**Sam Ames, SamBarn Promotions Head Cobbler**

“This is exactly the kind of event that we want to support. We want the gravel market to know that we are serious and that we’re not just producing cool bikes, but that we want to roll up our sleeves and help drive the growth of this exciting new category of cycling.”—**Pat Hus, Bianchi USA CEO**

The Rock Cobbler started in the fall of 2012 on a cow trail when 3 buddies wanted to showcase a very mixed terrain and riding style they loved. Rock Cobbler 1.0 was launched in February of 2013 with 40 riders. Since then, the event's reputation for dishing out a punishing and shenanigan riddled adventure has grown and attracted riders from literally around the world. 2021 will be the 8th edition and the 4th edition of the shorter but no less challenging Pebbler route. Less of a true gravel event and much more of a wild adventure, the infamous Rock Cobbler is best described as “a stupidly hard, mostly dirt ride bordering on a race”. The routes vary each year from 80-90ish miles for the Cobbler and 40-50ish for the Pebbler. Elevation varies from 3000 to -7700ft, accordingly for each route. The multi-surface mele’ consists of county asphalt roads, trails, single track, technical challenges, a ridiculous amount of punchy steep climbs, rolling hills, a river, a creek, and a museum (with a makeshift brewery).

The Rock Cobbler always presents finishers and attempters with a special gift that is kept secret until the ride is over. There are no categories, but each fastest male and female finisher of each ride gets an extra special prize. For those who have come and conquered or passed out trying, they truly understand the Cobbler quote: *“When you finish (if you finish) you will know WHY it’s called the Rock Cobbler!*

As is the tradition the final routes are announced the week of the event.

For more information about The Rock Cobbler, visit www.sambarn.com AND www.rockcobbler.com



About SamBarn Promotions

Launched in 2008, SamBarn has produced several exciting and unique racing and for fun cycling events in Kern County and Bakersfield, CA. From championship road, cross and mountain bike events to for fun challenges like Rock Cobbler. With a passion for the sport, SamBarn loves presenting unique events and treating its riders like customers. QUALITY for all... enthusiast to pro. Sam Ames, owner, and chief excitement officer has been involved in racing and promoting cycling events since 1985.

Sam Ames, SamBarn Promotions

Chief Excitement Officer

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About Bianchi

Bianchi is one of the most historic and prestigious brands of bicycles in the world. Over 135 years strong, the company started in Milan in 1885 with Edoardo Bianchi, and today embodies the best of what Italy can offer to the world - distinguishing design, innovation, and technology. Bianchi USA is part of the Grimaldi Industri Group and F.I.V.E Bianchi and has distribution and sales in more than 50 countries around the world. Grimaldi Industri is headquartered in Stockholm, Sweden, and is the parent company of the Grimaldi Industri AB Group with over 1100 employees around the world.

For more information about Bianchi, visit www.bianchiusa.com or contact David Reed at david@bianchiusa.com