



[www.rootedvermont.com](http://www.rootedvermont.com)

A gravel cycling event hosted by Richmond residents: Ted and Laura King and co-director Kristin Motley of Waterbury

### **Key Dates:**

**July 1, 2022:** Letter will be mailed to residents along Cochran Road alerting them to main event weekend and road closures (we'll allow them through during this time unless the mass start is actively traveling. We will also offer them tickets for a complimentary Maple Creemee).

**July 29, 2022:** Welcome party in Richmond (Historically at Big Spruce)

**July 30, 2021:** 10-6 Reg pickup at Cochrans, shakeout rides, expo

**July 31:** main event. 7:30am start-6pm

**Choice of two courses:** 45 or 85 mile

**Attendance:** 1000 riders, 50% women, 30% local, 42 States, 5 Countries

Riders will start from the Cochran Ski area venue and ride towards Wes White Hill where the ride will immediately be broken up due to starting on a steep grade. Riders are experienced cyclists and will be instructed to follow rules of the road. The course will remain the same for Richmond township in 2022. There may be some changes at the southernmost point of the Long Route in Ripton.

2021 Long route option "Sip of Sunshine Course": <https://ridewithgps.com/routes/29430207>

2021 Short route option "Little Sip Course" : <https://ridewithgps.com/routes/29428072>

### **Rooted Vermont Scholarship Program**

For 2022 we are offering \$20,000 in scholarship funds to any cyclist who identifies as a junior or has been historically underrepresented in cycling based on gender or race. This money supports local and national athletes, increases diversity at our events, and allows people to travel to Vermont who otherwise would not be able to attend.

### **50% Female Participation at Rooted and the Rooted Vermont Women's Clinic**

For 2022, 50% of our registered athletes are female making Rooted Vermont the first gravel race in the US to achieve gender parity. This achievement is in large part thanks to the Women's Clinic we host every June which provides access to skills, support, and mentorship for

women looking to get into gravel. For the women's clinic, we host 50% women from Vermont, 50% national residents.

### **Cochran Road Closure**

Directors are actively in discussions with Kyle Kapitanski to hire two officers to assist with the Cochran road closure (7am-8:30am on Sunday July 31, 2022). We staff volunteers at both ends of the closure to help with driver communication and allow road residents to pass through any time so long as the mass starts (7:30 and 8:30am) are not actively traveling along the road.

Volunteers will be staffed at the following intersections during the race at key times:

The bottom and top of Wes White Hill

The intersection of Mayo road and Hinesburg Road

Dugway Road: TBD based on road status, congestion, and input from the police Chief.

It is our intention to implement all best safety practices. Riders will be notified of traffic laws prior to the event, at the start, and will be alerted in real time on their GPS bike computers during the event plus any necessary signage on the road.

### **Rooted Vermont Medical Emergency Plan**

Rooted Vermont is partnering with Richmond Rescue and Ellen Stein, MD MBA to implement safety guidelines to protect our participants and provide adequate support and communication with EMS services in each town along our course. We have a strong working relationship with Richmond Rescue where we offered CPR training to interested volunteers and 5-minute CPR demos to participants at our expo.

### **Covid Statement**

Rooted Vermont has participated in meetings with Vermont's Secretary, Deputy Secretary, and General Counsel to discuss all Covid related safety measures required to host this event. Rooted Vermont fully plans to follow state guidelines and social norms specific to Vermont regarding Covid and communicate those guidelines and expectations to our participants.

### **Press Release from 2019**

**Rooted Vermont:** *Return to Gravel* is a brand new gravel event that will take place on August 4, 2019 in Richmond, VT. Former World Tour professional racer and current King of Gravel, Ted King, is creating this event with his wife, Laura, with the goal to highlight the very best of cycling and the Green Mountain State, both on the bike and off.

"I retired from traditional road racing in 2015. Our goal is to pay it forward with Rooted Vermont. It was a natural progression and I segued the World Tour to the growing gravel scene as someone who just loves riding a bike. I've been floored with the warm, welcoming nature of the gravel community and we want to showcase exactly that."

While gravel is the fastest growing category on two wheels, in Vermont — a state with more dirt roads than paved — it's the way things have always been. There's a simple, return to one's roots feel.

The course and the after party have been designed to showcase two things. One, the way life has always been in Vermont: it's a place where the value of hard work is upheld and connection to the land is steadfast. Yes, bucolic pastures, verdant mountains are iconic symbols of the state, but it's the out-there creativity, staunch independence, and a desire to be outdoors that run through a Vermonter's DNA.

And two, the very best of gravel cycling. "Since returning back east last summer, Ted and I already feel tremendously rooted to our new home. 'Community' is a popular word in cycling, but it's inherent to the way of life in Vermont and the best of the sport in general" explains Laura. With a decade of experience in the cycling industry, Laura is especially spearheading this endeavor which is a powerful statement to women in cycling. Rooted Vermont is a welcoming beacon to everyone ready to hop on a bike.

In the spirit of "keep Vermont weird", *Rooted Vermont* will follow a mullet protocol: business in the front, party in the back. Two course lengths are offered of roughly 45 or 85 miles, both are approximately 70% dirt with 3500' or 8000' of climbing. The event will begin in Richmond, just outside Burlington, traveling south through the heart of the rugged Green Mountains towards Ripton. Featuring both silky smooth gravel and other sections titled Class 4 or *Vermont pavé*, there is challenging terrain for any ability of cyclist.

After a long day pedaling Vermont's finest gravel, what awaits is a pure Vermont summer party. Finishing at the base of Cochran's Ski Area, also home to [UnTapped Maple](#), riders will enjoy exquisite farm fresh food and two Vermont staples: IPA and maple creemees.

A portion of the proceeds from this ride will go towards Cochran's Ski Area trail building efforts for beginner mountain bike trails. Cochran's already boasts a vast network of single track but their goals go beyond hosting recreation. With a mission to "provide area youth and families with affordable skiing and snowboarding, lessons and race training, in the Cochran tradition" this extends to cycling as well and with new handicap accessible trails, riders of any kind will be able to be introduced to the joy of riding a bike.



**JULY 29-31, 2022**





Former World Tour professional racer and current King of Gravel, Ted King and his wife Laura are the creators of the gravel cycling event, Rooted Vermont. The impetus was the feeling of connectedness with the Vermont community and the desire to highlight the very best of cycling and the Green Mountain State, both on the bike and off. Rooted Vermont follows Mullet Protocol: business in the front, party in the back, ensuring inclusivity as a core value.

## **Rooted In: Inclusivity Best of Vermont**





Together, Kristin Motley and Laura King run Rooted as Co-directors. Kristin has been a behind the scenes contributor to Rooted since its infancy in 2018 and joined the Kings as a partner in 2019.

## **Rooted In: Female Leadership**





# What's Important

- First Gravel Event to reach 50% female participation
- \$20,000 in scholarships given in 2022 to juniors or based on gender or race
- to attend Rooted Vermont Women's Clinic or main event.
- Excited to host the following teams:
  - Melanin Base Miles a BIPOC Gravel Team from DC
  - KRT/QRT: BIPOC Team from Philadelphia
  - Stamina Racing Collective: Cycling Team diversifying via mentorship, accessibility, community development, based in Minneapolis.
  - Velocio Exploro: Women's Gravel Race Team
- Local VT teams: Bicycle Express, Jackalope Northeast Cycling, 1KtoGo,





"The overall vibe of the ride and the event was hard to put into words. It somehow felt both welcoming and exclusive at the same time, was super challenging but also incredibly relaxed, and had the professionalism of a big event but somehow felt like I just stumbled upon a great group ride. I don't think you can plan any of those things, but is a direct result of the promoters, friends, and participants."

Matt B, Tampa, FL



# Mission and Vision

## MISSION:

To promote gravel cycling through fulfilling physical challenges, an inclusive community atmosphere, and showcasing the best parts of Vermont's landscape and culture.

## OUR VISION:

- Cultivating a welcoming and celebratory gravel community
- Offering a physically challenging and Vermont-centric race experience
- Storytelling and authentic partnerships with the industry's best brands
- Attracting an international field of professional gravel bike racers
- Achieving equal representation among men and women at our start lines
- Listening to, advocating for, and supporting athletes historically underrepresented in cycling
- Giving back to our community and investing in projects that increase access to bicycling



# Rooted In: Equipping Women

When it comes to increasing female participation at Rooted Vermont, our philosophy is to take a step back and equip women with the skills, confidence, and community to feel prepared and supported within gravel.

Entry to the clinic is via application and participants are chosen based on some of the following: a desire to learn technical skills, find a cycling community, network amongst other community builders, diversity in age, race, body type, identity, and the extent to which the clinic would be most impactful.

For many participants, the weekend is life changing, full of personal growth, and reflection. We invite our sponsors to join us in offering authentic learning opportunities and be our partner in engaging this audience.







Women of Gravel: Rooted Vermont Women's Clinic




Watch later



Share

# In Collaboration with: Cannondale



Watch on  YouTube



# 2022 Partners



**SRAM**

**ZIPP**



**SARIS**

**cannondale**



**GARMIN**

*velocio*

**SILCA**



**BICYCLE EXPRESS**



*Shacksbury*



RŌKΛ FARM TO FORK

*fitness adventures*



# Current Demographics

Email distribution: 4,000+

Instagram: 6,700+

Participants: 1,000 (sold out + capped) for 2021

Female: 35% in 2021, 50% in 2022

42 states, 6 countries





# Rooted Vermont heads for 50-50 gender parity in 2022



rowing Roots: Undone at Ted King's Rooted Vermont gravel race

atts Dixon - November 1, 2019

GRAVEL GRAVEL RACES

## GRAVEL PREVIEW: LAURA AND TED KING WELCOME FRIENDS HOME AT 2019 ROOTED VERMONT

ZACHARY SCHUSTER — AUGUST 2, 2019

Laura and Ted King have been across the country and the world returning the favor by inviting graveleers to their own backyard

The Kings have billed the event as a "Return to Gravel," which has moved back to Vermont from California last June. Back home, the brought requests for them to host their own gravel race started

"We started receiving messages through social media asking us if we planned on hosting a gravel event or camp in our new home," Laura said. "I think it was quickly apparent through our posts that Vermont was a special place, as well as a place fitting for a gravel event as a state with more dirt roads than paved."

Ted agreed, "Laura and I want to show off this amazing community that has been so welcoming to us as regular people to the greater cycling community that we've built and that has been an honor to be part of."

Before long, Rooted Vermont was born. With Ted taking a bigger role at his company, HeTapped and undertaking

# Rooted Vermont – The best office party you'll ever attend

Ted and Laura King's new gravel event is one weekend you don't want to miss next year



state14

TRUE STORIES FROM TODAY'S VERMONT.

You'll Want to Sign Up for Ted King's New Gravel Race ASAP  
THE PRO GRAVEL RACER PROMISES A SCENIC ROUTE WITH CELEBRATORY FOOD AND BEER AT THE END.



# Rooted Vermont: Business Up Front, Party in the Back—And All are Welcome

OCT 8

## Riding Dirty: The Rise of Gravel Cycling in Vermont

Press



# The Team

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**Ted King**

Co-Founder



**Laura King**

Co-Founder, Co-Director



**Kristin Motley**

Co-Director

