

Falke teams up with Fedhealth MTB Challenge and Origin of Trails

Falke South Africa has teamed up with two prominent MTB events, the Fedhealth MTB Challenge and the Origin of Trails two-day MTB Experience, extending its mountain biking footprint in the Western Cape.



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“To date 2018 has been a big year for Falke in the adventure sport arena,” says Michael Meyer, managing director Stillwater Sports. “Earlier this year Falke teamed up with the Fedhealth Xterra (Western Cape), the FNB Magalies Monster MTB Classic and the FNB Platinum Trail Run (North West Province). We are excited to further extend Falke’s involvement in the Western Cape by welcoming the brand to the 4th annual Fedhealth MTB Challenge and the 6th annual Origin of Trails two-day MTB Experience. With the added advantage of having Falke in their corner, mountain bikers can look forward to getting the most out of their MTB experience at both these events.”

Something for everybody

According to Keaton Quarmby, group marketing executive Falke, the Fedhealth MTB Challenge and the Origin of Trails two-day MTB Experience are the perfect fit for the Falke brand. “Both events will enable us to connect with our core MTB consumer,” says Quarmby. “As both events take place over the weekend, they don’t only attract competitive athletes, but instead also cater for families and friends which results in a wonderful festival vibe.”

“There is really something for everybody over the weekend and that is what we like,” continues Quarmby. “Falke has the perfect opportunity to reignite the Falke brand in that we get to connect with the consumer (entrants and supporters) and build these relationships from the ground up. We are confident that this partnership will deliver on-point brand exposure. We look forward to showcasing our Spring Summer 2018 Sport Collection at both events and cannot wait to be part of the experience.”

The MTB action will kick off with the Fedhealth Kids MTB Events on the Saturday. Junior MTB enthusiasts between 0 – 13 years of age can choose between a 500m, 1.5km and 5km adventure.

Click [here](#) for more information on the FedHealth MTB Challenge and [here](#) for information on the Origin of Trails event.

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