



FOR IMMEDIATE RELEASE

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Registration Opens for 46th Annual Assaults Bike Ride ***“The Southeast’s Premier Cycling Experience” planned for May 22, 2023***

SPARTANBURG, S.C. — The Freewheelers Cycling Association of Spartanburg has announced that the [2023 Assaults](https://theassaults.com) will take place on Monday, May 22, 2023, and that registration has opened at theassaults.com. The Assaults has been named a Top 10 U.S. Hill Challenge and Top 15 U.S. Gran Fondo by granfondoguide.com, and among 25 Competitions to Conquer by *Blue Ridge Outdoors* magazine.

The Assault on Mt. Mitchell (“Mitchell”), earning the reputation as “Best of the East,” is a 102.7-mile ride with a total vertical ascent of 10,000 feet that begins in downtown Spartanburg, S.C., and ends in N.C. at the summit of Mt. Mitchell, the highest mountain peak east of the Mississippi River. Cyclists can register for The Assault on Mt. Mitchell now through December 31 for an Early Bird rate of \$250. After January 1, the registration fee will increase to \$275, and will increase to \$300 after February 1. Registration spots for Mitchell are highly limited and historically sell out.

A shorter, less strenuous ride, The Assault on Marion (“Marion”), takes place the same day. Marion follows Mitchell’s course route for the first 74.2 miles, ending at the Tom Johnson Campground in Marion, N.C., and is an ideal training ride for cyclists building skill to tackle Mitchell. Through December 31, registration for Marion is \$75. After January 1, the rate increases to \$85, and will increase to \$95 after February 1.

Registration for both rides closes Friday, May 19, 2023 at 5 p.m. EST.

Call for Sponsors

The caliber of The Assaults as one of the nation’s most beloved public cycling experiences provides incredible exposure opportunities for sponsors and event partners. Together with sponsors, The Freewheelers invests more than \$165,000 annually to ensure that The Assaults will be a professional, safe and exciting ride for all. To learn more about sponsorship opportunities, email sponsor@theassaults.com or call (864) 979-0715.

About The Assaults

A ride known across the world as the “Beast of the East” and on the bucket list serious cyclists, The Assaults is one of the most intense, premier cycling experiences in the U.S. Learn more by visiting www.theassaults.com.

(more)

About The Freewheelers

The organization behind The Assaults, The Freewheelers Cycling Association is a S.C.-based, 501 (c)(3) nonprofit community service organization founded in 1973 with a mission to provide education and promotion of bicycle safety and a forum for amateur sports competition and touring. Learn more at www.freewheelers.info.

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Journalist Resources:

- [The 2023 Assaults logo](#)
- [Assaults website](#)
- [Assaults photos](#) (courtesy of The Freewheelers Cycling Association)
- [Assaults sponsorship information](#)
- Social media: [Facebook](#) / [Twitter](#) / [Instagram](#)