



**FOR IMMEDIATE RELEASE**  
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**Contact:**  
[Jamie Prince](mailto:jamie.prince@theassaults.com) | 864-979-0715

### **The Assaults on Mt. Mitchell Honored by *Gran Fondo Guide***

*Cycling challenge recognized as one of the Top 10 Gran Fondos in North America*

**SPARTANBURG, S.C.** — The Gran Fondo Guide, the world’s leading cycling events platform, recently recognized The Assault on Mt. Mitchell as one of its [Top 10 Gran Fondos in North America](#). Coming in at the #10 spot among like rides in Vermont, British Columbia and San Diego, the guide lists The 2024 Assault as “one of road cycling’s most intense, rewarding, and beloved road rides.”

This is not the first time that Mt. Mitchell—known more informally as “The Beast of the East” has been publicly recognized. The Assaults has been named a Top 10 U.S. Hill Challenge and Top 15 U.S. Gran Fondo by [granfondoguide.com](http://granfondoguide.com), and among 25 Competitions to Conquer by *Blue Ridge Outdoors* magazine.

“It is always an honor to be considered among some of the continent’s best destination rides,” said Karl Johnson, President of the Freewheelers of Spartanburg, who hosts The Assaults each year. “We are grateful to *Gran Fondo Guide* for the recognition and hope to see some of the world’s best cyclists take them up on their challenge for the 2024 ride.”

The Assault on Mt. Mitchell (“Mitchell”) 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. A shorter, less strenuous ride, The Assault on Marion (“Marion”), takes place the same day, following Mitchell’s course route for the first 74.2 miles.

Registration for the 2024 Assaults closes Monday, May 13, 2024, at 5 p.m. EST. Any remaining available spaces may be purchased at the OneSpartanburg packet pickup on Sunday, May 19, from 1 p.m. until 5 p.m.

#### ***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](http://www.theassaults.com).

### ***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](http://www.freewheelers.info).

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