

For Immediate Release



Rebecca's Private Idaho Opens Registration For 2021

World Renowned Gravel Race in Sun Valley, Idaho Expands Format

Sun Valley, ID (December 3, 2020) - [Rebecca's Private Idaho](#), world-renowned gravel grinder in Ketchum & Sun Valley, Idaho, opens registration on December 3rd with an expanded global racing format and personalized 8 week training program.

Rusch's 9th annual signature event, is one of the world's largest and most celebrated gravel cycling races. Accolades include "[One of the World's 25 Best Bike Rides](#)" by Outside Magazine, "[One of the Top Five Gravel Cycling Events](#)" by Global Cycling Network and a "[Monument of Gravel](#)" (aka one of the most prestigious gravel races to win!) by VeloNews. The Sun Valley event has grown to include gravel cycling's first stage race encompassing a four day festival that is now a driving force behind the huge surge in gravel cycling.

For 2021, Rebecca is expanding the RPI format to include the traditional **RPI Sun Valley** ride, plus **RPI BaseCamp**, and **RPI Remote**. With the success of the 2020 RPI hybrid event additions, RPI BaseCamp and RPI Remote will now become a staple in the expanded RPI offerings. RPI BaseCamp is an 8 week customized training plan, human performance program and intimate community that will empower and motivate riders as they prepare for RPI with Rebecca and her team of experts. RPI Remote allows riders from around the globe to join the RPI family and compete on their own RPI course from anywhere in the world! Rebecca's Private Idaho 2021 will be an intimate, personalized riding and training community with global reach and engagement.

As always, the **RPI mission is to connect people, ride with purpose and celebrate the beautiful places we ride**. RPI riders will be pedaling with a purpose to support the [Be Good™ Foundation](#) whose mission is to enrich communities by using the bicycle as a catalyst for healing, empowerment and evolution. Proceeds from various aspects of RPI including registration, VIP party, online auction, rider fundraising and merchandise sales go to Rusch's Be Good™ Foundation which will direct funds to global, national and local bike organizations.

Learn more & register for RPI 2021 at ReccasPrivateIdaho.com

RPI Programs at-a-glance:

- **RPI Sun Valley:** The traditional ride and courses in Idaho - Labor Day Weekend Sept. 2-5, 2021.
- **RPI BaseCamp:** Our 8 week customized training community to prepare together for the event (July/August 2021)
- **RPI Remote:** Race RPI from wherever you are as part of the RPI team. Sept 2-5, 2021

About Be Good™ Foundation

Be Good™ Foundation enriches communities by using the bicycle as a catalyst for healing, empowerment and evolution. Our work creates opportunities for outdoor exploration, personal discovery and humanitarian service at local, national and global levels. Together we can make our mileage count and create lasting change. [Be Good Foundation](#)

About Rebecca Rusch

Rebecca Rusch is the “Queen of Pain” with a heart of gold. Whether she is on a cycling expedition in a remote part of the world or teaching others at her namesake gravel bike academy in Idaho, she inspires people to be their best with energy, positivity and passion. A 7x-world champion and celebrity in the ultra adventure/endurance realm for nearly 3 decades, elected to the prestigious international Mountain Bike Hall Of Fame, her status as a fierce competitor and inclusive influencer motivates millions. Recognized by Outside Magazine among the Top 40 Women Who’ve Made the Biggest Impact, and by Men’s Journal with the 25 Most Adventurous Women, she’s a maverick characterized by her grit, determination, and perseverance.

On two wheels, she is the only female competitor to win the iconic [Leadville 100](#) four times and has won the renowned Unbound gravel grinder in 6 of 7 attempts (including the notoriously demanding 350-mile XL). She crossed the line as the first female finisher in her first attempt at the [Iditarod Trail Invitational](#), pedaling 350 self-supported miles through the Alaskan wilderness, and was the first person to complete the newly developed [Arkansas High Country Route](#), completing 1,041 miles and 84,373’ combined elevation gain. She led a charitable cycling expedition up and down [Mt. Kilimanjaro](#), and perhaps most notably, was the first person to ride the entire 1,200-mile length of the Ho Chi Minh Trail, documented in the Emmy-winning film, [Blood Road](#).

Above all else she is the proud founder of the Be Good™ Foundation. Established in memory of her father, Rebecca’s [Be Good Foundation](#) focuses on [UXO mitigation in Lao](#), [protecting public lands](#) for recreation, and partnering with bike-centric nonprofits to fund meaningful change. To date, her efforts have raised over a half-million dollars in support of select nonprofits.

Find out more at [RebeccaRusch.com](#)

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