

CANYON

© 02 November 2022, 16:00 (CET)

BRAYDON BRINGHURST'S '8600FT' | FULL FILM LAUNCH | CLIMBING MOUNTAIN BIKING'S ICONIC 'WHOLE ENCHILADA' TRAIL

EMBARGO DATE/TIME: Wednesday 2nd November, 8 am PST / 4 pm CET – “The Whole Enchilada” is one of mountain biking’s most epic trails, attracting expert-level riders from around the globe to Moab, Utah, to challenge its nearly 8,000-foot descent over raw terrain of rugged rock drops and boulder fields. But no one has ever tried to ride up every inch of the trail, until now.

Inspired by his family and friends, many of whom are dealing with figurative mountains, Braydon Bringhurst sets out to climb this iconic trail. Braydon wanted to show the process of making it up what many would say is an unfathomable climb. Having worked closely with Dr. Craig Manning, a renowned performance psych, throughout his collegiate athletic and academic career, Braydon learned something he wanted to share with others: It's just as much about the mental strength as it is the physical.

With his wife and friends rallying behind him to share this message, and after putting forth great efforts, we present to you this 1.5-hour feature-length film, “8600FT.”

“This project has been inspired by my family and friends that are climbing their own figurative mountains. My hope is that this film shows my process of overcoming challenges and maybe, somehow, that can help someone else.”
—All love, Braydon Bringhurst.

CHARITABLE RAFFLE:

<https://www.classy.org/fundraiser/4217784>

Mental health is a recurring theme in “8600FT”—and to benefit mental health awareness, Braydon is not only sharing this message but raffling a custom Canyon Spectral 29, an exact replica of the bike ridden in the film. All raised funds will go to Crisis Text Line, a mental health non-profit that provides free, 24/7, high-quality text-based mental health support and crisis intervention by empowering a community of trained volunteers to support people in their moments of need. Crisis Text Line is building an empathetic world where nobody feels alone, and your donation today can help propel their important work.

VIDEO LINKS:

- Viewing link: <https://youtu.be/liFHsc8hohc>
- Trailer link: <https://youtu.be/VypWgvyD6UE>

OTHER ASSETS:

- Website link: <https://www.canyon.com/en-us/blog-content/moab-braydon-bringhurst-860oft-film> (live after embargo)
- Photos: [860oft Film – Canyon OneDrive](#)
- Social videos: <https://drive.google.com/drive/folders/100qr1B-h7jFh8IRImFtIBioNXFjkrWpz?usp=sharing>

CREDITS:

- Presented by Canyon
- Produced by Braydon Bringhurst, <https://www.860oftfilm.com/>
- Written by Kim Cross
- Directed & edited by Nicole Bringhurst
- Principle cinematography & photography by Burst Media Creative / Tory Powers
- Motion graphics by Jake Vanheel
- Sound mix & design by Sean Campos
- Project artwork by Dennis Nussbaum
- Supported by Maxxis, Smith, SRAM, RockShox, Zipp, Time

Canyon is one of the most innovative bike brands in the world. The concept began in founder Roman Arnold's garage and grew to be the world's largest direct-to-customer manufacturer of road, mountain, triathlon, urban, hybrid, and electric bikes. Canyon have earned their glowing reputation for innovation through consistently using advanced materials, thinking, and technology. The characteristically classy Canyon design is easy to identify. Alongside being boldly competitive and ever-expanding, they are committed to make the global cycling community accessible for every rider. While Canyon partners with some of the finest athletes on the planet, their mission, 'Inspire to Ride', highlights how they work to promote the power of the pedal stroke to everyone. Canyon products are exclusively available online at www.canyon.com.

The word 'CANYON' in a bold, black, sans-serif font, slanted upwards to the right.

Canyon