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For Immediate Release:

Pedal for a Purpose at the Sourland Spectacular on September 13th

PENNINGTON, NJ (July 18, 2025) – Cyclists of all ages and experience levels are invited to take part in the Sourland Spectacular, returning for its 14th year on Saturday, September 13th. Hosted by the Sourland Conservancy, this beloved community event promises a day of biking, beautiful views, delicious food, and meaningful impact — all in support of the Conservancy’s ongoing forest restoration efforts.

“We’re putting together four really great rides to accommodate cyclists of every skill level: from the ‘Almost Flat Family Ride’ on the Lawrence Hopewell Trail to challenging Metric Century,” said Sourland Conservancy Board President Cliff Wilson, who serves on the event planning committee. “All riders will enjoy glorious views, and the proceeds will help our staff and volunteers reach our goal of planting 10,000 trees this year.”

Participants can choose from four scenic routes winding through the stunning Sourland region: a Family Ride along the Lawrence Hopewell Trail, a 27-mile or 42-mile option, or the challenging 63-mile “metric century” with a 3,926’ climb. All rides begin and end at the Watershed Institute (31 Titus Mill Rd, Pennington, NJ).

Ride with Purpose: Forest Restoration in Action

Proceeds from the event will help the Sourland Conservancy combat the devastation caused by the emerald ash borer, which has destroyed more than one million trees in the region. Since 2020, Conservancy staff and volunteers have planted more than 57,000 native trees and shrubs as part of a long-term restoration effort.

“Our forest is in trouble, and we’re working hard to bring it back,” said Laurie Cleveland, Executive Director of the Sourland Conservancy. “The Sourland forest provides clean air and drinking water, protects against flooding, stores carbon, and offers critical habitat for countless species — including 57 state-listed, threatened and endangered plants and animals. Every rider, donor, and volunteer helps protect this precious resource for future generations.”

Fundraising challenge adds friendly competition. Riders who raise \$200 or more in donations will receive a limited-edition t-shirt (a \$25 value). The top fundraiser will win a gift basket full of Sourland goodies including a signed copy of "The Vanishing New Jersey Landscape" by Clem Fiori, gift certificates from Sourland Cycles and Boro Bean, a free bike fitting, cycling gear, snacks, and more. Details are available at www.sourlandspectacular.com/fundraising.

The registration fee includes:

- A light breakfast (7:30–10:00am) with Bagel Barn bagels, Small World coffee, and juice.
- Rest stops stocked with fruit, peanut butter and jelly sandwiches, water, and porta-potties.
- SAG (Support and Gear) services available from 7:00am–2:00pm, including rides back to the start for anyone who needs a lift.
- A delicious lunch (11:00am–1:00pm) with New World Pizza wood-fired pizza or subs, followed by a Bent Spoon gourmet ice cream sundae.
- A complimentary beverage with lunch — including Lone Eagle Brewing beer (21+).
- A reusable 21 oz. Sourland Spectacular water bottle (while supplies last).

This year's commemorative forest green t-shirt, designed by Michelle Baker Design, features the ride logo and the Conservancy's yellow spotted salamander mascot. Shirts are available for just \$25 in men's and women's sizes, and may be ordered on the event registration page. Orders placed by August 29th will be available for pick-up at the event.

"Register today!" urged Joanna Fiori, event co-chair. "Early registration helps our volunteers plan food and beverages, purchase the appropriate number of swag items, and plan for parking. We want to make sure we have enough for everyone!"

Early-bird prices are \$60 for adults and \$25 for children. Registration fees will increase to \$70 on Friday, August 24th. Walk-up registration will be open from 7:00–10:00 AM on the day of the ride. Participants are encouraged to choose a start time that allows enough time to finish by lunch.

Participants are encouraged to share their photos and experiences online using

#SourlandSpectacular and #SourlandConservancy. Whether enjoying the Family Ride or powering through the metric century, all riders help raise awareness and support for the forest.

Event Snapshot:



Saturday, September 13, 2025



Watershed Institute, 31 Titus Mill Rd, Pennington, NJ



Ride Options: Family Ride, 27.3-mile, 42-mile, or 63-mile



Includes: Breakfast, lunch, snacks, beverages, SAG support, swag & more



Register at: www.sourlandspectacular.com



Questions? Email info@sourland.org

Photo, logo, and t-shirt design by Michelle Baker Design.

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The Sourland Spectacular will be held September 13, 2025 on Sourland region roads and the Lawrence Hopewell Trail. Participants may choose from four routes: a 7.6 mile Family Ride on the Lawrence Hopewell Trail, 27.3 mile, 42 mile, or challenging “metric century” 63 mile ride with a 3,936’ climb. All routes begin and end at the Watershed Institute, 31 Titus Mill Rd, Pennington, NJ 08534. Ticket price includes breakfast, lunch, snacks, a beverage, dessert, rest stops, swag, SAG services, and more. Proceeds will support the work of the Sourland Conservancy. For more information or to register for the event, visit www.sourlandspectacular.com or email info@sourland.org. Photo, logo, and t-shirt by Michelle Baker Design.

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Sourland Spectacular 2024 Rider.



Sourland Spectacular 2024 prize basket winner Jeff Gay (center) with event co-chair Jim Andrews (left) and Sourland Conservancy Executive Director Laurie Cleveland (right).



No better way to celebrate the end of the ride than with a refreshing Lone Eagle Brewing beer!



The Family Ride is fun for everyone, kids and adults alike.



Everyone, say “Spectacular”!



Cyclists refuel after the ride with “New World” brick-oven pizzas.



The Sourland Spectacular famous ice cream sundae offers riders the sweetest treat to cool down.