



Mayor's Statement

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Statements on Okanagan Granfondo

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Penticton Mayor Julius Bloomfield:

"After 14 years, the Okanagan Granfondo has etched its place into Penticton's sporting event history. While it's tough to see this chapter come to an end, it's a reflection of how the event landscape and community interests continues to evolve.

Okanagan Granfondo will be remembered fondly in Penticton. Thousands of you gave your time as volunteers, trained hard to participate, or cheered from the sidelines – whether it was for friends, family or complete strangers.

But times change. Gears shift. And just as events pivot, so must we. Penticton continues to attract high-profile events, including the Subaru Adventure Racing World Championships currently underway, with teams from more than 25 countries. This year's Penticton Dragonboat Festival drew thousands of athletes from across Western Canada, and the Peach City Classic Triathlon saw record attendance.

Already this year, we've hosted 197 events in our public spaces, with newer festivals like the Frost Fest Winter Carnival drawing crowds and boosting tourism during quieter months.

We will continue to adapt to meet the needs of our residents. As we look ahead, our Events team is exploring new opportunities to facilitate local events and build on the legacy of attracting world-class competitions to our community.

Thank you to everyone who made the Granfondo possible – and stay tuned for what's next."

Travel Penticton Executive Director Kevin Pearce:

"Travel Penticton has had the absolute honour and privilege of supporting the Okanagan Granfondo since its very first ride through our region. Hosting an event of such global recognition right here in the heart of Penticton has been nothing short of extraordinary.

Bringing an event of this magnitude to life is no small feat. It takes passion, perseverance and an incredible team of visionaries, organizers, volunteers and community champions. For many, these 14

years will be remembered not just as races, but as milestones and moments of connection, resilience and celebration.

Travel Penticton remains deeply committed to supporting new opportunities that will continue to shine a light on our vibrant city. The spotlight that the Granfondo brought to our community has not only elevated our profile on the world stage, it has also inspired new dreams and opened doors to future events and experiences that will continue to enrich Penticton's story.

From all of us at Travel Penticton, thank you for being part of this incredible journey."

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