

Rocky River Shiver Update – Forced Event Cancellation Statement

Posted 7/17/23

*Modified communication sent to Shiver Participants/Sponsors/Partners/Friends/Volunteers/Staff/etc.

Bad News:

We received a message on Saturday from a family member of the privately owned Rocky River Trails (where the Shiver is held) to inform us that some family members are no longer comfortable allowing this annual community gathering/fundraising event/mountain bike event at their trail system.

We are still confused for a wide range of reasons ... particularly after multiple agreements, assurances, and conversations have occurred (the running event named "[The Stevest](#)" on July 29th is still happening ... to be 100% clear, we are in full support of the running event continuing ... I am personally signed up for it!). Unfortunately, we don't have much information or context outside of that. We happily suggested multiple options to alter, modify and/or adjust the event to whatever would be agreeable to the family, but they simply shared that the decision was final.

The forced cancellation of the [Shiver Pre-Ride Party](#) on July 22 and the [Rocky River Shiver](#) on Aug 5 is obviously not an ideal scenario for anyone involved, but it is the reality that we must live with. We are sticking to our word that we gave the family patriarch, and friend, Steve Kiker (d. 2022) in 2020 that above all, we would unequivocally respect the family through the Shiver. This decision results in a clear emotional and financial hit but we remain committed to what we've said and what we stand for. We also understand and acknowledge that managing and maintaining a 14 mile trail system is no small task for anyone, nor any family. We thank the family again for a few great years of celebrating the mountain bike community and the opportunity to ride in Steve's honor in 2022.

There's no easy to say it ... Along with countless others that have committed time, money, blood, sweat, and tears to this event over the years, we are frustrated to receive this news 1 week and 3 weeks before from the respective events that have been scheduled for nearly a year. Clearly we have ALL invested a great deal in this event over the years ...

- **HPM:** [Custom Handup Gloves](#) have been ordered, a special [Shiver Homebrew](#) has been lovingly brewed, bottled and labeled, posters/stickers/rack cards have been ordered and distributed, advertising dollars have been spent, years of purchasing event supplies is now less valuable, countless hours of planning have passed, etc.
- **Participants:** Registration fees have been paid, donations to our event beneficiary have been graciously given, training (hopefully) is in full force, time away from family and friends have been blocked off, we sincerely hope travel plans and hotels are refundable.
- **Sponsor:** Dollars, products, discounts, staffing plans and resources have been invested
- **Partners/Volunteers:** Commitments have poured in and time has been carved out
- **Photographers/Videographers:** Gear has been purchased and multiple pre production meetings have already occurred

You get the point ... we are in this together.

Good News:

We've learned a thing or two about adjusting on the fly over our 15 yrs of experience in the event production and management business. We hope you will join us in making (spiked) lemonade out of lemons and still party with us on Sat, Aug 5th!!

Here is the plan:

- We will enthusiastically join forces with our longtime friend and fellow cycling event promoter Neal Boyd for the [Summer Short Track Shootout](#) at [Renaissance Park](#) on Aug 5th and hope that you will join us to race, cheer, heckle, party and/or support the Charlotte cycling community in the same way that you have brought the energy to the Shiver over the past few years
- At the Summer Shootout, we will replicate the HPM party vibe that you've come to expect from the Rocky River Shiver event (and bring all participant goodies ... Custom Handup Gloves, Shiver Homebrew, Icy Pops, Beverages, Sponsor giveaways/freebies, Spin the Wheel of Winners, Good vibes, etc) ... round up your pedal pals, come say hi at the Human Powered Movement tent, support the local cycling community and keep the vibe alive!

Next Steps:

- Pre-Registered Participants: Use **THIS** (hyperlink removed) form to let us know how you would like to handle your registration **by midnight on Friday, July 21** ... THANK YOU!
 - Anyone who purchased additional merch through the Shiver reg process will be able to pick it up at the Summer Short Track Shootout on Aug 5
- Donation Raffle drawing/prizes for [Trips for Kids Charlotte](#) will continue as planned (with the exception of 2024 Shiver Registration & Double Cash Payout). We will select and announce a winner prior to Aug 5 (additional donations to Trips for Kids will be taken into account for the raffle winner). Our goal to raise critical funds for their ongoing work is only strengthened through this situation! ... THANK YOU!!
- Sponsors: Be on the lookout for an individual email/call this week to discuss ... we have some great ideas already but want to make sure we are able to maximize your investments and maintain our commitments to you ... THANK YOU!!

Conclusion:

Clearly this is not an ideal situation for anyone. We are still trying to process it. Believe us, we are just as bummed as you.

We believe that we have come up with the best alternative based on the news we just received and the time we have to react/adjust. Thank you for your ongoing support of Human Powered Movement, understanding of the situation and commitment to a more active life!

Let's ride ...

Adam Bratton
 Head Enabler: Human Powered Movement
 HPM@MJBratton.com