

MARKS THE SPOT

THE STIMILON MOTOCROSS CHALLENGE

Ten Years in the Making

WORDS BY WHITEY DAVIS

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“**T**his is not your children’s motocross.” That was the slogan I read when I first heard about the Stimilon Motocross Challenge (or just Stimilon, as it is known to the faithful). The event that turned the New England moto scene upside down back in 1999 was returning after a seven-year hiatus, but it was like it had never left.

Moto-X 338, the national track in Southwick, Massachusetts, was to be the host of the tenth-anniversary event. Track owners Ralph and Diane Pittello saw an opportunity to bring back a fun side of the sport that they felt had slipped away over the many years of week-in week-out racing. “The economy has been down for a while, and when the economy suffers, racers get bored—they want something different,” Ralph explains. “We worked with Dave [Olcott] to create a weekend of silliness, laughs, and bar banging fun.”

It paid off. Entries were cut off at 500, 350 of which preregistered up to a month in advance. With classes like the Hack (novice), Wanna Be (amateur) and Rockstar (expert), how can you not have a good time? The older you got, the more degrading your class name: Jobless (25+), Old (30+), Crusty (35+), Brittle (40+), and Decrepit (45+) are good examples. There were also classes for women (Ladies...), Enduro bikes (Headlight), and two-strokes (Keeping It Real).

Geared mostly toward big bikes, Stimilon offered a chance for the older brothers and sisters, dads, uncles, and moms to race, since junior seems to have every other weekend covered—and that appears to be one of the reasons for the event’s success. Stimilon is marketing to a near-forgotten part of our sport. “Every weekend is about the kids, and that’s great,” Olcott says. “But our event has always catered to the older ‘kids.’ We drink [after racing], we cuss, and we just have a blast racing each other.”

But it’s not all fun and games—Stimilon has a \$5,000 purse paying \$1,000 to the winner and ten deep in both the 250 and 450 classes. There is also the Sponsorhouse.com Holeshot Award. Riders all get two motos

per class, but the best are qualified into the main events (a bonus race at the end of the day) where the slate is wiped clean and everyone has a shot at the money. The main events advance riders from almost every class, so it is the melting pot of motos.

But it’s not about the money—at all! The event had pit bikes (and yes, you could ride them in the pits with a special pass), volleyball courts (courtesy of Buckchilly.com and Red Bull), and a *Rock Band* videogame stage (courtesy of Trust Music). At the end of the day, three live bands—Blastoma, Kobra Kai, and Shadows Fall—played in the American Legion Hall on the property, courtesy of Yeah! Management. The bands played until the cops shut everything down following their third trip to the track, after midnight. Then everyone just moved the party back into the pits, and it went into the wee hours despite the rain.

All in all, everyone partied hard and acted like adults, proving that you can still have a good time and be respectful. Special thanks go out to all of those who supported the event: *Sports Illustrated*, Red Bull, GEICO, Renegade MX, Great Brook Farms Catering, Whoop De Que BBQ Sauce, Bell, Easton, Sponsorhouse.com, Tucker Rocky, Bel-Ray, Factory Connection, Matt Francis Photos, Twin Air, 2 Feet South, Motowear USA, Rossignol Snowboards, Arai, Renaissance Clothing, Smart Water, Vitamin Water, Pro Taper, Skorbordz, Burton Snowboards, Yeah! Management, Heal Clothing, Trust Music, LiveNow.com, Dave Schmidt Photo.com, Answer Racing, Troy Lee Designs, MSR, Works Connection, Ogio, FMF, buckchilly.com radio, Seven Four Design, K Rae Graphics, Scott USA, Smith Optics, DB Studios, Treelinecycle.com, Jordan, HRP Sports, CTMX, Fox, Yamaha, Loop’d, Colt 45, and of course Moto-X 338, Southwick, Massachusetts.

Looking forward to the Stimilon Motocross Challenge coming June 2010! **X**



Jimmy Decotis (613) was the only rider who kept John Dowd in check.



Alisha Jasudowich was the 30-second-card girl. Nice!



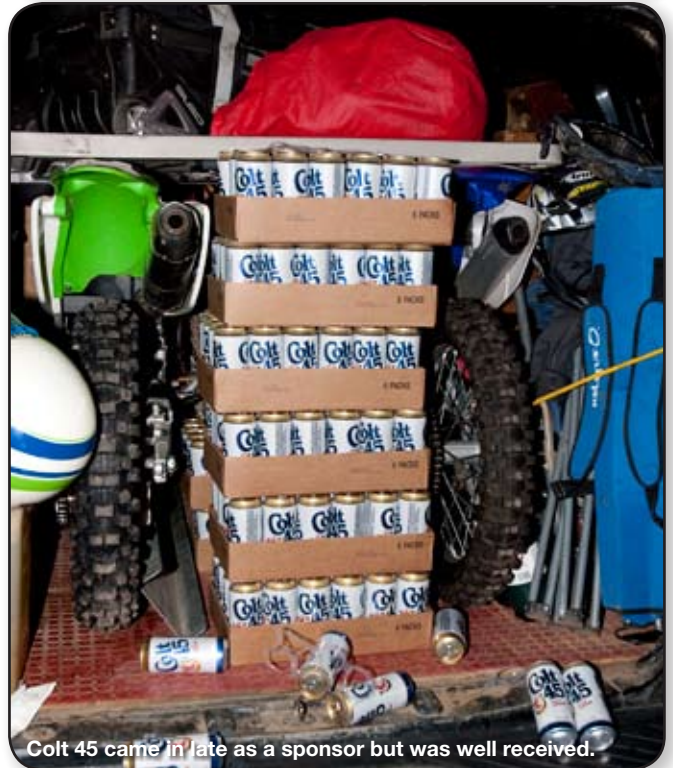
KTM's Kip Komosa (64) blasts a world-famous Southwick sand berm.



Burton Snowboard's Chris Doyle and Bel-Ray's Carter Olcott understand it's all about fun and respect.



Where else can you party all night, get up and bang bars with your friends, and then party all night again with three, top-level bands?



Colt 45 came in late as a sponsor but was well received.



This poster says it all.



John Dowd won the money and the Rossignol Snowboard.