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# County of Ashe

150 Government Circle, Suite 2500

Jefferson, North Carolina 28640

County Manager

Adam Stumb

Clerk to the Board

Missy Seivers

April 6<sup>th</sup>, 2026

NCDOT

Attn : Daniel Adams

801 Statesville Highway North Wilkesboro, NC 28659

RE: Blue Ridge Brutal

Dear Daniel,

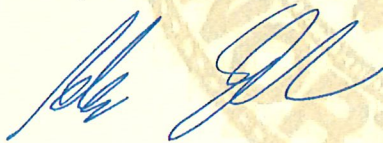
I am writing to offer my full support for the 2026 Blue Ridge Brutal Bike Ride, scheduled for Saturday, August 15th, 2026. This event has become a treasured tradition in our community, and it is truly deserving of our continued backing.

The Blue Ridge Brutal is far more than a cycling event. It showcases the beauty of our mountain landscape, reflects the strength of our community spirit, and serves as an essential fundraiser for the Ashe Advantage Project—the Chamber's 501(c)(3) organization that provides scholarships to graduating seniors from Ashe County High School, Early College, and homeschools.

What sets the Blue Ridge Brutal apart is the remarkable collaboration among our towns, counties, law enforcement partners, and sponsors. Their commitment ensures participant safety, smooth traffic coordination, and an overall exceptional experience. Equally vital are the 200+ volunteers who generously give their time and energy. Their dedication creates a memorable day for the 400+ cyclists who travel from around the world to take part.

As we look ahead to the 2026 ride, I hope NCDOT will continue its valued support. Our roads will once again welcome determined cyclists pedaling through the stunning backdrop of the Blue Ridge Mountains. Together, we can help ensure a safe, enjoyable event that reflects the unity and pride that define our community.

Thank you for your consideration. I look forward to seeing another successful and meaningful Brutal this year.



Adam Stumb  
County Manager

## DESCRIPTION

There are 4 BRB Ride options: 100, 70, 50, or 25 miles. The start and finish point for all Rides is the Museum of Ashe County History (see ride location below). Details of the routes and elevation gains for each Ride can also be found under route maps. While challenging, each of the rides travels through some of the most beautiful scenery in North Carolina.

All proceeds from the Blue Ridge Brutal are used to provide scholarship funds for graduating seniors through the Ashe Advantage Project (501c3).

[Read about the 2012 Ride, written by Aaron West.](#)



## Registration and Packet Pickup

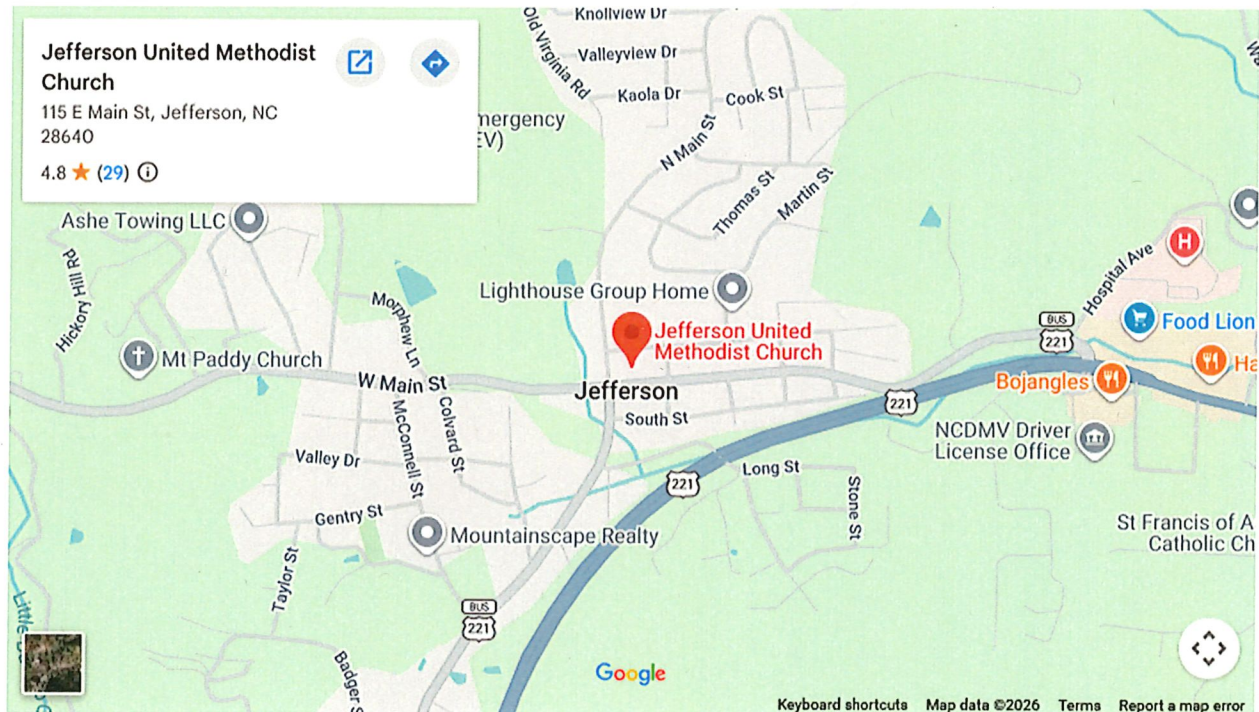
Registration for 2026 opens on March 1, 2026

Packet pickup will be Friday, August 14, 5-8 pm and Saturday, August 15, 6-7:45 am at Jefferson United Methodist Church, 115 East Main Street, Jefferson, NC 28640.

The Ride is limited to 500 participants, regardless of which ride length you choose.



## Jefferson United Methodist Church



## Start Time/Location

The start location will be in front of the Museum of Ashe County History (1904 Courthouse), 301 E Main Street, Jefferson, NC 28640. All rides start at 8 am and will end at this same location.

## Parking

There is parking available at various locations around the packet pick-up area. Please see the parking map below for specific locations, or [Click Here for a PDF version](#) of the map.



## Safety

All riders are required to wear a cycle helmet at all times. It is also each rider's responsibility to ensure their bike is in good working condition and capable of completing whichever Ride they attempt.

## Route Signs & Control

All the routes are clearly signed. Where possible there will be volunteers at major turns. In addition, each Rider will be provided with a map showing all 4 routes and listing all turns with distance between each and cumulative total. See [route maps here](#).

## Rest Stops

There are 7 Rest Stops and these are marked on the map. For each route there are:

100 miles	7 rest stops
70 miles	5 rest stops
50 miles	3 rest stops
25 miles	1 rest stop

## SAG Support

The SAG volunteers will provide assistance as much as they can, but they are not trained mechanics. While there may be some, limited, basic spares available (e.g. inner tubes), we can not guarantee they will be where they are needed. As such, we recommend all riders carry whatever they think they might need, especially if you have special requirements (e.g. special chain). Also, please be aware that cell phone service may be sporadic so please come prepared.

## Rules

All riders are required to obey North Carolina traffic laws and keep a careful watch for motor traffic.

## Finish Time

All Riders will be provided with a chip supplied by Start 2 Finish, LLC. These will need to be attached to the bike (details to be provided at registration). The finish times will be published on this website very soon after the ride. Please note that riders exceeding 9 hours will not receive a finish time. E-bikes will be chip timed separately. Also, if a Rider changes the route cycled from the route registered, they must let a volunteer know when they cross the Finish line.

## Rider Goodies

All Riders will receive a goody bag prior to the ride. **To guarantee a free rider t-shirt included in your packet pickup bag, all rider registration must be received by August 1.** Free rider t-shirts are not guaranteed for registrations received after that date.