

PRESS RELEASE



****FOR IMMEDIATE RELEASE****

****Dakota Bound, LLC Launches North Dakota Cycling Hall of Fame in Partnership with Dakota Cyclery****

****Medora, ND – 4/13/26**** – Dakota Bound, LLC a North Dakota-based business dedicated to advancing ND outdoor experiences through consulting for local events, promoting local community cultures especially the cycling culture, and overall community development, is proud to announce the launch of the ****North Dakota Cycling Hall of Fame****—a new program initiative created to recognize and celebrate individuals who have made a lasting impact on cycling across the state in the past decades.

The North Dakota Cycling Hall of Fame will honor athletes, trail builders, advocates, industry leaders, and community champions whose contributions have shaped the growth and identity of cycling in North Dakota—from the rugged Badlands and Maah Daah Hey Trail to communities across the state.

“This Hall of Fame is about more than recognition—it’s about preserving the stories, leadership, and legacy that built cycling in North Dakota,” said Julie Ramos Lagos, founder of Dakota Bound. “We want to honor those who paved the way while inspiring the next generation of riders, leaders, and advocates.”

Dakota Bound is proud to partner with **Dakota Cyclery****, where the Hall of Fame will have a physical presence.** Hall of Fame plaques and curated storytelling highlighting the history of cycling in North Dakota will be permanently displayed started in August at the Dakota Cyclery shop location in Medora, creating a destination for visitors, riders, and the community to connect with the sport’s ND legacy.

“For me, this is deeply personal,” said Jen Morlock, Dakota Cyclery founder. “From the early days of building community around cycling in North Dakota alongside her husband Loren, to seeing how the Maah Daah Hey Trail and the people behind it have shaped so many lives—this Hall of Fame is a perfect way to honor those stories. So many individuals gave their time, passion, and belief in what cycling could become here. Being able to share that history inside our shop, where riders gather every day, feels like bringing it all full circle.”

Jairo Ramos, Dakota Bound founder and past professional cyclist & coach alongside his wife Julie, emphasized the broader vision behind the initiative. **“We’ve seen firsthand how cycling brings people together—across communities, backgrounds, and generations over this past decade in ND”** said Ramos. “This Hall of Fame is about recognizing the advocates, trail builders, and leaders who made that possible. Julie and I believe deeply in honoring those who came before us while continuing to build opportunities for the future of cycling in North Dakota and for future generations.”

Ramos added, “My wife Julie has spent more than a decade promoting outdoor recreation across North Dakota through her leadership and management of one of the state’s largest events, the Bismarck Tribune Sport Show. **That experience—connecting thousands of people to outdoor adventure businesses each year—has helped shape our vision for what this Hall of Fame can become: a platform that not only honors legacy, but continues to grow participation and passion for cycling and outdoor enthusiasts across the state.**”

The program will feature annual inductees selected through a public nomination process and reviewed by a diverse selection committee representing cycling organizations, industry partners, and community leaders. **Inductees will be recognized across several categories, including Athlete Excellence, Youth Achievement, Trail & Advocacy Impact, and Community Builder, and Industry and Tourism Impact.**

The inaugural class of inductees will be announced on May 22, with a formal induction ceremony planned on the late afternoon of June 30th [Medora, ND], aligning prior to one of North Dakota’s premier cycling events, the Maah Daah Hey 100. Each inductee will receive official recognition and be permanently featured within the North Dakota Cycling Hall of Fame through both digital and physical storytelling platforms and their story will be featured on the upcoming ND Cycling Hall of Fame Podcast starting in June.

Dakota Bound, LLC envisions the Hall of Fame as a cornerstone initiative that not only honors the past but also strengthens the future of cycling tourism, trail development, and especially community engagement throughout North Dakota through consulting and event planning.

Nominations for the first class of inductees will open April 15th and will be available to the public, cycling organizations, and community members to submit nominees until May 20th, 12 noon.

For more information, partnership opportunities for the inaugural inductee event, or to submit a nomination, please visit contact program coordinator Julie Ramos Lagos at ramoslagojulie@gmail.com

****About Dakota Bound****

Dakota Bound, LLC is committed to elevating North Dakota’s outdoor recreation economy through education of historical and outdoor adventure related events, tourism promotion for ND through storytelling, and strategic business partnerships. Rooted in the landscapes of the Badlands and beyond, Dakota Bound works to connect people, places, and purpose through meaningful outdoor and one of a kind experiences.



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