

Elko Desert Sunrise
Rotary Club



RUBY
ROUBAIX

06.27.26

Experience Wild Beautiful Nevada!

Ruby Roubaix: Where Gravel, Grit, and Community Meet

Ruby Roubaix started with Rotary, a big heart for Elko County, and a simple idea to turn an unforgettable ride into real community impact.

What if riders of all levels could experience the kind of gravel riding that usually only locals talk about. Long canyon views. Quiet backroads. Big climbs that test you. Fast stretches that make you grin. All wrapped into a day that feels challenging, welcoming, and unforgettable.

Set in the heart of Lamoille Canyon and the Ruby Mountains, Ruby Roubaix is not just a race. It is an experience. Riders roll out surrounded by wide open Nevada landscape, climb through stunning elevation, and push themselves across gravel routes that are equal parts beautiful and brutal. Some come to compete. Some come to finish. Some come to prove to themselves they can do hard things. Every rider belongs here. What truly sets Ruby Roubaix apart is the community behind it. Volunteers who show up before sunrise. Locals cheering from the roadside. Fellow riders encouraging each other on the climbs. It is a day where competition and camaraderie coexist, and everyone crosses the line feeling like part of something bigger.

Now celebrating five years, Ruby Roubaix has grown into a signature Northern Nevada event that draws riders from near and far while staying deeply connected to its roots. It showcases our landscape, supports our community, and reminds everyone why gravel riding is special in the first place. You come for the ride.



You stay for the challenge.

You leave with stories you will tell long after the dust settles.

That is Ruby Roubax.



Registration is Now OPEN!

Online registration is officially open through June 27, 2026, and now is the time to jump in. Register by 12:00 AM on March 1, 2026 to lock in the early bird discount before prices increase. Early registration also guarantees you get this year's event shirt, so no guessing or hoping later. Even better, your registration fuels real impact. This event is a fundraiser for The Elko Desert Sunrise Community Fund, supporting youth leadership camps, college and technical school scholarships, international youth exchange, and community development efforts that make a difference all year long. When you sign up, you are not just registering for an event, you are investing in our community and helping do some seriously good things.

Thank you Veterans

If you are a veteran, please email info@rubyrubaix.com with "Veterans Discount" in the subject line. Ask for the coupon code and include your name and branch of service. We will reply with a code that men or women can use to enter any category you choose for a deeply discounted flat fee with a small handling charge.



[Register Now](#)

 Share This Email

 Share This Email

 Share This Email

[Visit our Website](#)



Stanfill Consulting | 429 Court Street Suite 3 | Elko, NV 89801 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!