

## FOR IMMEDIATE RELEASE

### **Team Mike's Bikes Expands in a Big Way for 2014**

San Rafael, CA March 12, 2014

Mike's Bikes, locally owned and operated since 1964, announces the formation of a new women's race team. Matt Adams, co-owner and President, said he is excited to expand the spirit and philosophy of Team Mike's Bikes program to include a women's team.

"My interest in supporting this expansion to our program was simple," said Adams. "More and more women are getting involved in the sport of cycling and the result is a growing women's race scene here in NorCal. We identified a group of women to form the new Mike's Bikes squad that embody the strong spirit of women riders everywhere and can serve as role models for the women we see in our stores every day. The women on our team balance professional jobs, community involvement and family with their love of cycling and competing."

Adams continued, "Mike's Bikes is continually looking for ways to enhance the cycling community throughout Northern California. As such, we want to encourage more women to ride bikes and we want to do what we can to support organizations that do the same, such as the Women's Cycling Association, which is completely dedicated to the growth of women's cycling."

The roster includes eleven women of mixed categories ranging from category 1 to category 4. Dana Martin (Team Manager), Julia Violch, Kim Ford, Mary Magnani, Cheryl Shwe, Ivy Wang, Caroline Dezendorf, Elise Hazlewood, Angel Garbarino, Shelagh Fritz, Andrea Turner.



We're thrilled to have these women out on the Northern California race circuit as part of the largest team program in Northern California and the vibrant Mike's Bikes community, dedicated to getting more people on bikes. The Team is also proud to represent co-title sponsor Equator Coffee and Teas, a women owned green business based in Nor Cal.

Mike's Bikes currently operates 11 stores throughout Northern California, is the largest local bike shop in America, and holds the title as #1 retailer in the US for both Specialized and Raleigh. Mike's employs over 250 cycling enthusiasts in the area, all with the singular goal of getting more people involved in the cycling community.

For additional information: <http://www.teammikesbikes.com/>

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