



FOR IMMEDIATE RELEASE  
09-1-17

## **MIKE'S BIKES SPONSORS SACRAMENTO CYCLOCROSS JUNIORS**

*Sponsorship allows all Juniors to Ride for Free for the 8-Race Sacramento CX Series*

Contact: Ken Martin  
Founder & CEO, Mike's Bikes  
[ken.martin@mikesbikes.com](mailto:ken.martin@mikesbikes.com)

Sacramento, CA – Mike's Bikes has strengthened their commitment to youth cycling by sponsoring the Junior Category of 2017 Sacramento Cyclocross Series. Under the sponsorship, all Junior category racers, age 10 to 18, will race for free in any or all of the eight SacCX races. The partnership fits well with Mike's Bikes longstanding support of the next generation of cyclists. For many years, Mike's Bikes has been a Platinum Sponsor of the NorCal High School Cycling League, which races in the Spring. This new sponsorship gives juniors an opportunity to race in the Fall, try out cyclocross, and strengthen their conditioning--all for FREE.

Ken Martin, Founder & CEO of Mike's Bikes, believes free race entries for juniors open the door and introduce more young people to cycling. *"At Mike's Bikes, we do everything we can to offer the best deals on quality bikes and gears for junior racers. We wanted to go one step further and ensure they can race for FREE as well."*

Clint Claassen, SacCX Race Director, is glad to have Mike's Bikes on board this year. Regarding the sponsorship, Clint said, *"We're grateful to have Mike's Bikes supporting the cyclocross community as the Junior Category sponsor. Allowing young riders to race for free encourages growth in our sport and helps the long term sustainability of bike racing in our region."*

The Sacramento Cyclocross series starts pedaling with their first race on October 14<sup>th</sup> and rolls through December 16<sup>th</sup>. Learn more and sign up for a race or the entire series at [www.saccyclocross.com](http://www.saccyclocross.com).

### About Mike's Bikes

Mike's Bikes currently operates 12 stores throughout Northern California, and is the largest local bike shop in America. Mike's employs over 250 cycling enthusiasts locally, including 40 at their Novato headquarters. In 2016, Mike's Bikes was selected as one of America's Best Bike Shops by the National Bicycle Dealers Association and was named a Best Place to Work by the North Bay Business Journal. For additional information about Mike's Bikes, visit [www.mikesbikes.com](http://www.mikesbikes.com).

### About Sacramento Cyclocross

The Sacramento Cyclocross Series is a grassroots cyclocross race series in Northern California that started in the 1990s. In 2014, the series was taken over by Clint and Jennifer Claassen with TimeYourRace. The 2017 Sacramento Cyclocross Series will feature eight races from October to December, 2017. Full schedule and info available at [www.saccyclocross.com](http://www.saccyclocross.com).

###