



Women's Cycling Association to Hold Official Launch Party

WCA Founders and other Women's & Men's Professional Cyclists Will Be on Hand for the Historic Launch

Fort Collins, CO – For Release August 19, 2013 –The Women's Cycling Association (WCA) will hold its official launch party on Saturday, August 24, 2013 at Rio Grande Mexican Restaurant, Agave Room located at 1161 S College Ave, Fort Collins, Colorado at 6:30pm. The launch party will be held in conjunction with the “Fort Follies Women's Grande Prix” and the “Men's Pro Challenge Stage 6” After Party. Along with their official launch announcement, the WCA will unveil their official logo and website.

This past June, a small group of professional women cyclists met to discuss how to create equality in women's cycling through increased media exposure, equal prize purses, and a minimum salary structure which would allow women to focus on the sport of cycling as a viable career. As a result of the meeting in June, a strong group of women from the professional peloton have put their team allegiances behind them and joined forces to propel the sport of women's cycling forward with the creation of the WCA.

Robin Farina, 2011 US National Road Champion and WCA President said, “It is time for a positive shift in Women's Professional Cycling. The WCA was created to help grow the sport of cycling and ensure sustainability in women's cycling for the future. “

“The time is right for all women cyclists and supporters of women's cycling to join together and work towards equality in our sport,” adds Janel Holcomb, 2011 NRC Champion and Media Director for the WCA. “ We will work to bring about change on a global level.”

The WCA's mission is to develop, maintain, and support a network of women cyclists and supporters of women's cycling. The WCA will work to advance the interests of women cyclists by developing and advancing policies with governing bodies and engaging in media outreach. The vision of the WCA is for professional women cyclists to have a career path with recognition, fiscal security, and advancement opportunities, to support women cyclists of all ability levels, and to showcase grassroots programs in order to develop young and new riders.

WCA founders, including current and former US National Road Race Champions Jade Wilcoxson, Meredith Miller, and Robin Farina, will be on hand for the historic launch. Current US National Criterium Champion Alison Powers, Current Canadian Criterium Champion Leah Kirchmann, Current Canadian Road and Time Trial Champion Joelle Numainville, as well as other athletes from top Professional Women's Cycling Teams across the country will be in attendance to support the WCA and their movement to elevate women's cycling. Industry sponsors, race announcers, former pros and fans of women's cycling will also be invited to attend.

Anyone who supports women's cycling, and wants to see its advancement, can join or be a supporter of the WCA movement. Log onto www.womenscyclingassociation.org, follow the WCA on twitter @wca_tweet, or “like” the organization on Facebook at - Women's Cycling Association.

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