



Women's Cycling Association Kicks Off 2014 in High Gear *Multiple Events and Promotions to Support Women's Cycling*

San Luis Obispo, CA – For Release January 23, 2014 – The Women's Cycling Association (WCA) is kicking off 2014 in high gear with a host of events and promotions to support women's cycling. Keeping with their mission of elevating the sport of women's cycling, the WCA is teaming up with Team Specialized-lululemon for a WCA "JoinTheRide Tour" and membership drive in San Luis Obispo, CA this Sunday. The WCA will take the "JoinTheRide Tour" to Tucson on Tuesday, January 28th for a two-day event with pro cyclists, Kathryn Bertine and her documentary film, "Half The Road", about the "Passion, Pitfalls, and Power of Women's Professional Cycling." The two-day event will include a group ride on Tuesday and an advanced screening of the film, with a post screening Q&A featuring women from the Pro Peloton on Wednesday, January 29th. The WCA ride continues, giving cycling fans with a flair for creativity, the opportunity to enter the WCA Kit Design Contest through February 3rd. Finally, teams, businesses and corporations can now help support the efforts of women cycling, as WCA announces the launch of their corporate and team membership drive. For more information on these WCA events and promotions, click on the links below.

Sunday, January 26th - 10AM - WCA JoinTheRide Tour Powered by Specialized-lululemon
<http://wp.me/P45cdC-i9>.

Tuesday, January 28th – 4PM - WCA JoinTheRide Tour Powered by *Half The Road*
<http://bit.ly/KGLcmv>

Wednesday, January 29th – 7pm - *Half The Road* Advance Screening
<http://bit.ly/KHtDCc>

WCA Kit Design Contest
<http://bit.ly/1d1d7DG>

WCA Team Memberships
<http://womenscyclingassociation.com/team-membership/>

WCA Corporate Memberships
<http://womenscyclingassociation.com/corporate-membership/>

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. For more information and to join the WCA, log onto www.womenscyclingassociation.com, follow the WCA on twitter @wca_tweet, or "like" the organization on Facebook at - Women's Cycling Association.

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Contact: Donna Fezell: Grunduski Group - 404-290-1929, donna@grunduskigroup.com
Terri Grunduski: Grunduski Group – 404-226-7497, terri@grunduskigroup.com
Robin Farina, WCA President – 828-719-1494, robin@womenscyclingassociation.org