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Women from the Pro Peloton to lead the WCA "JoinTheRide Tour" in Calabasas, CA
Amgen Tour of California Street Team will be on hand with prizes and giveaways

Calabasas, CA – For Release February 21, 2014 – Cycling enthusiasts will have another opportunity to ride with women from the Pro Peloton when the Women's Cycling Association (WCA) continues its "JoinTheRide Tour" on Sunday, March 2nd at The Pedaler's Fork located at 23504 Calabasas Road, Calabasas, CA. The group ride is open to both women and men, and riders of all levels. A catered lunch is included with the registration fee. The Amgen Tour of California Street Team will also be on hand with prizes and giveaways, as the Amgen Tour of California has just added a second day of women's cycling competition to the 2014 race. Fans can visit www.womenscyclingassociation.com for more information on the "JoinTheRide" Tour.

WCA Board President, Robin Farina, and WCA board members, TWENTY16 team member, Alison Tetrick and Olivia Dillon, Colavita/Fine Cooking will lead the ride along with other pro women cyclists including; Twenty16's Amber Gaffney and Tayler Wiles, Specialized Lululemon. The Ritte Women's Cycling team will co-host the event along with the WCA. Participants will have the opportunity to learn more about the WCA and become a member to support the WCA's mission to elevate women's cycling. The ride will include a 27-mile and a 41-mile option as well as a short beginner level ride. Prior to the ride, participants can register for the ride at: <http://womenscyclingassociation.com/jointheride-tour-social-ride-registration/>

The WCA would like to thank the generous sponsors of the event including: Pedaler's Fork, Golden Saddle Cyclery, Incycle, Mission Workshop, Ritte Women's Cycling Team, Giro, Chris King, and Nick Kova Photography.

This ride is the latest event hosted by the WCA. Since the launch in August, the WCA is gaining momentum and support. In just a few short months, the WCA has been formally introduced to USA Cycling, Race Promoters and Team Directors, attended the Women's Sports Foundation Gala; partnered with the US Bicycling Hall of Fame for a Women's Cycling Forum; supported pro cyclist, Kathryn Bertine to help promote her documentary, Half The Road, about the passions, pitfalls and power of women's cycling; kicked off the 2014 "JoinTheRide Tour" with group rides in California and Arizona with over 600+ participants, sold WCA T-shirts and memberships, held a WCA Kit Design contest, and shared the stories of individual cyclists and teams through the website and social media platforms. With the official launch behind them, the Women's Cycling Association is now on a roll toward the finish line, with equality in women's pro cycling, as the ultimate prize.

The idea of the Women's Cycling Association began this past May when a few passionate cyclists from the Women's Peloton decided to put their team allegiances behind them and join together to work toward developing and advancing the state of women's cycling, taking the same steps leaders like Billy Jean King did for equality in women's tennis over forty years ago. 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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