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WCA Joining Forces with American Diabetes Association 2014 *Tour de Cure* Women's Series to
Help STOP Diabetes and Get More Women on Bikes
Pro Cyclist and WCA President, Robin Farina, will lead the Tour de Cure Women's Series Rides in California

Santa Barbara, CA - For Release September 7, 2014 – The WCA is excited to announce a partnership with the American Diabetes Association and the Tour de Cure: Women's Series, a new signature fundraising event for the American Diabetes Association. WCA President, Robin Farina, will be leading the charge at this year's Women's Series to get more women on bikes and STOP diabetes! The California Tour de Cure Women's Series will take place on Saturday, September 13th in Santa Barbara and Sunday, October 26th in the San Francisco Bay area. Participants can join Robin and the WCA team in Southern, CA and/or NorCal, and get a free registration with the code: **WCA14**. Register for Robin's WCA Teams at the links below.

Sign up for Robin's WCA Santa Barbara Team

<http://main.diabetes.org/goto/WCA>

Sign up for Robin's WCA San Francisco Team

<http://main.diabetes.org/goto/WCANorCal>

"I am so thrilled to be part of the Tour de Cure Women's Series this year" said Robin. "The Women's Cycling Association and I are truly passionate and committed to women in cycling and feel that the Women's Series will help encourage women to get involved in cycling and, at the same time, raise critical funds to stop this growing epidemic." According to the American Diabetes Association, of the nearly 29 million children and adults in the U.S. with diabetes, 13.4 million of them are women. People of all ages, backgrounds and gender are welcome to ride in support of women's cycling and the American Diabetes Association's movement to Stop Diabetes. Team members get the chance to ride with a pro, get a free WCA tee, and win some other great prizes for top fundraisers – including the opportunity to win the inaugural WCA Kit – ALL while raising funds for a great cause!

[Training Tips from Robin Farina](#)

[Reasons to Ride in the Tour de Cure Women's Series](#)

The WCA is a coalition of cyclists, across the globe, which supports the advancement and success of Women's Cycling on both sporting and business levels. The WCA continues to work with cycling industry companies and other organizations, worldwide, as well as media to grow the sport of cycling and ensure sustainability in women's cycling for the future. For more information and to join the WCA, log onto <https://womenscyclingassociation.com/>, follow the WCA on twitter @wca_tweet, or "like" the organization on Facebook at - Women's Cycling Association.

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