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2056 CRAIG ST | WINSTON SALEM NC 27103

Join the Ride, and Help Build a Future for Women's Cycling
Women's Cycling Association Kicks Off Inaugural "Join the Ride" Membership Campaign

Winston-Salem, NC – For Release November 18, 2013 – The Women's Cycling Association (WCA) is kicking their inaugural "Join the Ride" membership drive into high gear this week. Supporters of the WCA can now purchase both individual and/or corporate memberships by visiting the WCA website at www.womenscyclingassociation.com, to help build a future for women's cycling.

The WCA is offering two individual memberships levels including a "Licensed Female" and "Supporter" member at \$35 each. In order to purchase a "Licensed Female" Membership, a female must hold a cycling license from their governing body and be in good standing with that governing body. Both women and men who are interested in supporting the WCA can join at the "Supporter" level. There are several corporate memberships available from the "Friend of the WCA" to the "Yellow Jersey" level. Information on the corporate memberships is available at www.womenscyclingassociation.com.

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, these women from the professional peloton 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. "

Since the launch in August, the WCA is gaining momentum and support. The WCA was formally introduced to Race Promoters and Team Directors at the USA Cycling Annual Summit recently held in Winston-Salem, NC. The WCA has also secured a commitment from the Merco Credit Union Cycling Classic to provide an EQUAL prize purse for the women and men, and increased media exposure for the women through live streaming for the February, 2014 race, to be held in Merced, CA. The Tour de Park City gained NRC Status for Women for their August 2, 2014 race. The WCA has also supported the Le Tour Entier movement, and attended the Women's Sports Foundation Annual Salute as a special guest of the Foundation. The WCA teamed up with the US Bicycling Hall of Fame to host an Open Forum event and bike ride, prior to the induction ceremonies this past Saturday in Davis, CA. 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 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.



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Anyone who supports women's cycling, and wants to see its advancement, can join or be a supporter of the WCA movement. For more information, please 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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