



RESEARCH • RIDING FOR FOCUS • FUND

MORGAN HILL, Calif., June 10, 2020—Outride and USA Cycling have announced a new partnership to further develop the sport of cycling at the youth and junior level in the nation.

As the National Governing Body for the sport of cycling in the United States, USA Cycling, based in Colorado Springs, Colorado, has offered its support to Outride to help promote their contingent of junior riders at the middle school level continue their exploration of cycling with free USA Cycling junior licenses and junior club memberships. The partnership will include free junior licenses and club memberships to students in Outride’s Riding for Focus programs. Riding for Focus is a school-based cycling program that provides middle schools with a fleet of bikes, helmets, maintenance equipment, cycling curriculum, and teacher training. Giving these USAC opportunities to all Riding for Focus students will intrinsically increase the potential for diversity in USAC events and membership.

“If we can lower financial barriers of entry to the sport for young riders by providing free memberships, while also offering teachers access to great resources like SafeSport, we are winning together, fostering a life-long love of cycling,” stated Liz Kollar, Director of Youth and Collegiate Development.

Outride, based in Morgan Hill, California, is a leader in the movement to recognize the health benefits of cycling, particularly focusing on adolescents as they build positive lifelong habits. And they are doing incredible work. Through their research, cycling programs, and grant giving activities, they provide evidence-based cycling interventions to improve social, emotional, and cognitive health across 45 states, the District of Columbia, and Canada. Over the past 5 years, Outride has awarded 185 middle schools with the Riding for Focus program, bringing bikes to over 40,000 students. Outride’s research has proven that cycling benefits the brain and aims to continue exploring the relationship between cycling and mental health.

“We could not be more excited about our partnership with USA Cycling. This new initiative will present kids in our Riding for Focus programs with a new entry into the cycling world through USAC memberships. This not only means more kids on bikes, it also means more future leaders of cycling in the US – encouraging accessibility, diversity, and inclusion in cycling for everyone,” said Outride Research Manager, Kaylee Blevins.

#### About OUTRIDE:

Outride is a public nonprofit dedicated to improving the lives of the next generation by getting more kids, their families, and their communities on bikes. Through our research, cycling programs, and grant giving activities, we provide evidence-based cycling interventions to improve the social, emotional, and cognitive health of youth.

## About USA Cycling:

USA Cycling is a proud member of the Union Cycliste Internationale (UCI) and United States Olympic & Paralympic Committee (USOPC). Within the United States, USA Cycling is the national governing body for the sport of cycling and oversees the disciplines of road, track, mountain bike, cyclocross, and BMX. With a mission to develop the sport of cycling in the United States and to achieve sustained international racing success, USA Cycling supports cyclists at all levels, from those just beginning in the sport and participating in fun rides to seasoned professionals. The organization not only identifies, develops, and selects cyclists to represent the United States in international competition, but also supports amateur bike racing through grassroots development programs and the provision of critical infrastructure to run organized racing.

## OUTRIDE

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