



The Georgia Interscholastic Cycling League

844 Shady Falls Road

Blue Ridge, GA 30513

(678) 662-1869

www.georgiamtb.org

**Georgia Interscholastic Cycling League Raising Funds to Get #morekidsonbikes in Georgia  
Recognized as one of the fastest growing leagues in the Southeast by its umbrella organization,  
the National Interscholastic Cycling Association (NICA).**

**Atlanta, GA – For Release – November 3, 2016** - The Georgia Interscholastic Cycling League (GA League), a mountain biking league for middle and high school students, is raising funds to get #morekidsonbikes in Georgia. This past June, the GA League was recognized as one of the fastest growing leagues in the Southeast by its umbrella organization, the National Interscholastic Cycling Association (NICA). NICA also recognized the GA League for leading the way in female student and adult recruitment through its Crank Sisters program. The GA League has grown from just 75 student-athletes, 25 Coaches, and 10 Teams participating in the inaugural 2014 season to over 400 registered student-athletes, 150 coaches, and 28 teams, from across the state of GA and 2 in South Carolina, participating in the fall 2016 season.

To keep up with the growing interest in the league, the GA League launched their “Climb High Challenge” funding campaign in September, with a goal to raise \$25,000 by its final race this Sunday, November 6<sup>th</sup>. GA League Board Members have agreed to match all donations made, up to 25K, by November 6<sup>th</sup>. The Climb High Challenge has raised over \$19,500 to date. All donations will benefit the GA League Rider Financial Aid and Loaner Bike programs. With the help of its sponsors and donors, since 2014, the league has loaned 65 bikes and awarded \$10,252 in rider financial aid to deserving GA League Student-Athletes! Fans can make a donation at [georgiamtb.org](http://georgiamtb.org).

GA League Director, Kenny Griffin, is thrilled with the interest and growth in the league....

*“We’ve had amazing positive new growth in terms of adding new teams and creating new programs to continue to get #morekidsonbikes in GA,” said League Director, Kenny Griffin. “I’m especially proud to be recognized by NICA for all our hard work and efforts to grow the GA League. But, through all our growth and development this off-season, I’m most proud to say that we continue to put quality at the forefront of our programs to help create confident and responsible young adults with an opportunity to learn about and participate in healthy and active lifestyles.”*

The GA League will hold its 2016 High School Mountain Bike Championship race this Sunday, November 6th at Dauset Trails, located at 360 Mount Vernon Church Road, Jackson, GA. Close to 400 middle and high school students will participate in the third annual Georgia Peach State Championship Race. The High School Girls will line up for a 10AM start, with Middle School Boys and Girls following at 12PM. The High School Boys will take off at 1:00PM. The Championship Series awards ceremony will take place immediately following the Individual and Team Race awards. Click [HERE](#) for more information on Sunday’s race.

The Georgia League is a 501c3 nonprofit organization currently operating under the National Interscholastic Cycling Association (NICA) umbrella, providing exclusive mountain biking programs for middle and high students. The Georgia League is one of nineteen leagues in eighteen states overseen by NICA, established in 2009, with close to 10,000 student-athletes and over 3,100 licensed coaches participating across the nation. The Georgia League is open to all Georgia students, regardless of ability, believing that cycling is about lifelong health, not just today’s win. Scholarships and loaner bikes are available to students in need. For more information about starting a team in your area, League Sponsorship or Volunteer information, or for more information on the Georgia League, visit [www.georgiamtb.org](http://www.georgiamtb.org) or connect with them on Facebook at <https://www.facebook.com/georgiamtb>, on Twitter at [@gamtbleague](https://twitter.com/gamtbleague), or on Instagram at [georgiamtbleague](https://www.instagram.com/georgiamtbleague).

###

Contact: Donna Fezell, Grunduski Group – 404-290-1929

Terri Grunduski, Grunduski Group – 404-226-7497