



**Nine13sports Partners with Indy Criterium for Race Day Programming**

**Indianapolis, IN — June 14, 2012** — Nine13sports is pleased to announce that they have formed a partnership with local community partner Indy Criterium to provide Nine13sports' health-focused programs during the annual Indy Criterium. This premier cycling race and festival will be held on Saturday, July 14, in downtown Indianapolis, and benefits Freewheelin' Community Bikes.

Tom Hanley, Business Director for Nine13sports, said, "Indy Criterium is a great example of an organization that shares our passion to make Indianapolis a better community through health and exercise. We're thrilled to share our programs, normally reserved for participants at our program partner sites, with the general public. We hope that showcasing our programs' turnkey educational approach in this community environment reflects our continued growth and dedication to expanding opportunities."

Nine13sports will encourage kids, grade 4 and above for the starting 2012 school year, to participate in its programs during the Indy Criterium event. Program categories will include grades 4 to 6, 7 to 9 and 10 to 12, as well as adult male and female categories. The programs start at 9 a.m. and will continue throughout the Indy Criterium day of events.

The program format will consist of a short race course with up to eight riders competing at a time. The event will be a walk-up format to allow for as much participation as possible throughout the day utilizing Nine13sports' stationary bicycle simulators. The course is identical to one of the many courses found in Nine13sports' normal programming, and the qualifying participant results will be tracked throughout the day. Close "race" results are anticipated!

To further encourage and inspire participants, Nine13sports has arranged for several Indianapolis celebrities and professional racers to join in the competition throughout the day. A representative from both Indy Criterium and Nine13sports will also post public times to provide goals for the general public to focus on and surpass.

John Singleton, Director of Operations for Nine13sports, commented, "Indy Criterium is an event that directly benefits Freewheelin' Community Bikes, a community-focused organization similar to Nine13sports. The community work provided by Freewheelin' and Nine13sports is outstanding, and we envision our relationship with both Indy Criterium and Freewheelin' to grow over the years to come."

Information about Indy Criterium can be found at [www.indyCrit.com](http://www.indyCrit.com) and includes details on the event schedules for the day, location and the many great sponsors and partners who are involved with Indy Criterium.

**About Nine13sports:**

*Indy Velo (dba Nine13sports) is a Central Indiana 501(c)(3) nonprofit organization that promotes health, wellness, and exercise for local youth between the ages of 8 and 18, using bicycling as the gateway. We have created a unique program in which we have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools and other community organizations at no cost to them. In addition to individual betterment of health and fitness, our programs promote community, teamwork and mutual respect for one another. Our vision is to use the art and sport of cycling to teach and positively influence our participants and leave a lasting impact. For additional information please visit [www.nine13sports.org](http://www.nine13sports.org) or email [info@nine13sports.org](mailto:info@nine13sports.org).*

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