



Nine13sports Agrees to Provide Event Program for Annual NUVO Mass Ave Criterium

Indianapolis, IN—July 23, 2012—Nine13sports and NUVO announce today a partnership that brings Nine13sports' health and exercise-focused programs to the annual Mass Ave Criterium on Saturday, August 11, 2012.

Nine13sports Business Director Tom Hanley said, "Kevin McKinney at NUVO had the opportunity to personally observe our event program in action at the recent Indy Criterium. McKinney contacted us to inquire about our interest in offering the same unique, health-conscious cycling program to the public as a partner for their annual Mass Ave Criterium. While our core focus is youth exercise to help combat obesity within schools and community organizations, particularly those serving at-risk youth, this event gives us a phenomenal platform to demonstrate how we help thousands of kids to engage in, and be excited about, exercising every year."

Nine13sports will encourage kids, grade 4 and above for the starting 2012 school year, to participate in its program during the Mass Ave 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. Younger participants may be able to participate depending on their height and experience with a bicycle. The programs start at 12 p.m. and will continue through 9 p.m.

The program format will consist of a short race course with up to eight riders competing at a time. The event will use Nine13sports' stationary bicycle simulators, and be set up in a walk-up format to allow for as much participation as possible throughout the day. 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!

Kevin McKinney, Publisher and Editor for NUVO, commented, "I've heard a lot about Nine13sports since they launched their nonprofit organization, but seeing them in action made me want to bring their versatile and unique program to our own event. Their program is the perfect platform to demonstrate that the bicycle is something that can be used by all ages and encourages fitness. Those same traits are why NUVO sponsors our own cycling team and supports many other health activities within Indianapolis."

Information about the Mass Ave Criterium can be found at www.mac.unvo.net and includes details on the event schedules for the day, location and the many great sponsors and partners who are involved with the event.

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 or email info@nine13sports.org.

#