



**Nine13sports Announces Partnership with St. Francis Hospital**

**Indianapolis, IN — June 26, 2014** — Today Nine13sports and Franciscan St. Francis Health announce a new partnership designed to combine Nine13sports Kids Riding Bikes programs with broad focused community health initiatives.

“This is a big day for Nine13sports as we announce a major healthcare provider coming on board as a corporate partner,” said Tom Hanley, executive director at Nine13sports. “We have worked hard to grow in numerous ways throughout the community and believe we offer one of the best values for healthcare providers to increase brand recognition using both the traditional marketing and the unique community impact and measurable outcomes we are able to create with our Kids Riding Bikes programs.”

This relationship will initially approach fitness on two fronts: health awareness by bringing Nine13sports out to the Little Red Door Big Red Bash on June 28 for a day of cancer education; the second being a three-day event at Franciscan St. Francis Health - Indianapolis designed to encourage employees to think differently about physical activity and its roll in living a healthy lifestyle.

“Nine13sports and its unique cycling program offers an interactive and fun way for us to reach out to the community and highlight the importance of physical activity in living a healthy lifestyle,” said Larry Meade, marketing manager at Franciscan St. Francis Health. “They are a great asset in the community and their programming connects perfectly with many of the growth and outreach goals at Franciscan St. Francis.”

This marks an expansion of Nine13sports corporate onsite programming in Indianapolis. “We’ve been in discussions with numerous healthcare providers both locally and nationally, but Franciscan St. Francis Health demonstrated their commitment to the community and their interest in Nine13sports by creating an opportunity for this relationship to come together quickly,” said Hanley. “We believe that there could not be a more enthusiastic partner to have working with us here in Central Indiana as Nine13sports continues to grow.”

**About Nine13sports:**

*Nine13sports is a Central Indiana 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 contact us at [info@nine13sports.org](mailto:info@nine13sports.org).*