

For Immediate Release

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Nine13sports Expands Kids Riding BikesSM into Portland, Oregon

Indianapolis, IN – December 16, 2014 — Nine13sports has announced plans to expand its Kids Riding BikesSM programs into Portland, Oregon. Portland is the first new market introduction of its effective youth programs outside of Indiana. Nine13sports will partner with Velohealth, Inc, an Oregon based nonprofit, to establish Nine13sports Northwest. Equipment and resources are being put in place to start delivering the first programs in early 2015.

“Expansion into new markets has always been a part of our long-term business plan,” said Nine 13 Inc. CEO and Indianapolis Executive Director Tom Hanley. “We were presented with a very unique and exciting opportunity to enter the Portland market when we were contacted by Charlie Warner. While we weren’t actively looking to launch a new market as quickly as this, we believe that the time is right for Kids Riding BikesSM to make an impact beyond Central Indiana”

Hanley added, “Our simple, turn-key operations are designed for program portability and allow us to easily take full advantage of this prime expansion opportunity.” Nine13sports Northwest will fall under the wing of Oregon based nonprofit Velohealth, Inc led by Charlie Warner.

“The opportunity to partner with Nine13sports to develop Nine13sports Northwest and implementing the “Kids Riding Bikes” program in Portland is exciting. The established programming around youth fitness and physical activity is fun and engaging,” said Warner, “and will strongly resonate with the Portland market. Kids Riding BikesSM is a unique program that takes cycling and fitness direct to youth allowing them to get on bikes in a fun and engaging atmosphere.”

Expanding into a major new market grants Nine13sports more competitive access to national grant and funding resources for its impactful youth fitness and obesity prevention programs in addition to having a broader appeal to corporate partnerships and marketing initiatives that are interested in more national exposure for their brand.

Nine 13, Inc. and its established brand Nine13sports will continue to operate out of Indianapolis, focused on nurturing growth throughout Central Indiana and visibility as a successful Indianapolis-based organization. Hanley commented, “Indianapolis will be our corporate headquarters for operations across the country. As we expand into other markets, we look forward to highlighting that we are an organization that has Indiana roots and we are making an impact across the United States.”

About Nine13sports:

Nine 13 Inc. is a 501(c)(3) non-profit organization that promotes health, wellness, and exercise for local youth between the ages of 8 and 18 through our Kids Riding BikesSM programs. We have created a unique initiative in which we have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools, and other community organizations. In addition to individual betterment of health and fitness, our programs promote community, teamwork, and mutual respect for one another designed to foster a lasting impact. For additional information please visit www.nine13sports.org or contact info@nine13sports.org.

About VeloHealth, Inc

VeloHealth, Inc is a Oregon nonprofit (501(c)(3) status pending) based in Portland dedicated promoting health, wellness and exercise to youth in the Northwest. Our mission is to create programs that encourage youth to be active and raise awareness of the need to prevent childhood obesity and be active. In addition to health and wellness, our programs promote community, teamwork, and mutual respect for one another designed to foster a lasting impact. Visit velohealth.org or contact us at info@velohealth.org.