

For Immediate Release

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Central Indiana Based Nine13sports to Expand Kids Riding Bikes Programs to Minneapolis, Minnesota

Indianapolis, IN – October 19, 2016 – Nine13sports has announced plans to expand its Kids Riding Bikes programs into Minneapolis, Minnesota. This will mark the second new market expansion for the organization after launching in Portland, Oregon in May of 2015. Staff will begin the business development process in January with a target of launching school-based programs in September of 2017.

“Expansion into new and engaging markets has always been a part of our long-term business model,” said Nine13sports CEO Tom Hanley. “Minneapolis is an exhilarating city and a peer to Indianapolis in just about every data point, in addition to being a place with a culture of health and fitness and a genuine love of bicycling. We look forward to working with both the corporate and philanthropic aspects of the community to serve thousands of youth as part of our school-based Kids Riding Bikes program delivery.”

Hanley added, “This expansion will be funded by new dollars with targeted support specifically for Minneapolis. Indianapolis earnings and commitments will stay within Indianapolis and go towards delivering the most engaging and interactive bicycle-based fitness program in the country.”

Charlie Warner, currently the director at the Portland-based affiliate who oversees Nine13sports Northwest, will be moving to Minneapolis to take the role of Executive Director for the Minneapolis market. Charlie launched Nine13 Sports NW in Spring 2015 and is directly responsible for the success in Portland, including support from the Nike Portland Community Foundation and an excellent and growing relationship with Portland Public Schools. The Portland market will continue to thrive with a new Executive Director, to be announced at a later date, that will continue to build on the excellent framework Charlie has laid.

“It has been a great experience to share a passion for getting more Kids Riding Bikes in schools in Portland,” said Warner. “I know that we will thrive in Minneapolis and that this market will continue to push Nine13sports towards recognition across the country as a premier resource for schools, foundations, and corporate partners. I’ve learned a lot from our experiences in Portland and look forward to putting those skills into practice once again.”

Continuing to expand into major new markets grants Nine13sports more competitive access to national level corporate partnerships and foundation funding resources for its impactful youth fitness and obesity education programs. The corporate relationships that Nine13sports has developed since its launch in 2012 have continued to help redefine what corporate social responsibility can resemble and how the corporate community can make a direct impact on youth.

Nine13sports will continue to operate its national headquarters out of Indianapolis, focused on nurturing growth throughout Central Indiana and visibility as a successful Indianapolis-based organization. Hanley commented, “We’re proud to be Indianapolis-based and to have the opportunity to change lives across the country through the passion of the bicycle and sports. We cannot thank the support of this community enough for what we’ve been able to achieve over the last five years and I look forward to representing Indianapolis as a brand as we continue to target operations in new cities across the country.”

About Nine13sports: *Nine13sports® is a 501(c)(3) non-profit organization that promotes health, wellness, and exercise for local youth between the ages of 5 and 18 through our Kids Riding Bikes® 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.*