

Velo Vie Bicycle Touts Success of Yuma Youth Bike Club

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Debut 2010 Race

In their first race of 2010, the kids of the Yuma Bike Club faced some of the stiffest competition seen in the junior divisions in years. A field of more than 30 riders ages 10-18, the Yuma Bike Club Racing Team brought home three first place finishes, two third place finishes and one fourth place finish.

Rider Andrea Garcia-Brown beat several of the boys to clinch the first place win for the 13-14 year old Junior Women, while Genaro Diaz took the win for the 17-18 year old boys. In his very first race ever Joshua Hansen won the 13-14 year old division as Juan Arellano made an exciting move from the rear of the peloton to the front to win a sprint bonus on the next to last lap before giving up the lead.

University of Arizona Criterium

Youth riders from the Yuma Bike Club embraced the challenge of the University of Arizona Criterium, a fast and tight cornering event. Rider Alex Viereya stood out from the crowd as he pulled ahead of the older chase group, demonstrating fierce determination as he closed the gap between the pursuit and breakaway to ten seconds. After successfully leading the charge for nearly three quarters of the race, Viereya's position was overcome by competitors and he finished a respectable 4th place in the 15-16 year old division.

Three time 2009 champion, Syria Zepeda kept her winning streak alive with her first race of 2010. Giving the male youths a run for their money, Zepeda overlapped the entire junior women's field. It was her finish, however, that demonstrated her true character as a champion. At the end of the race, Zepeda joined hands with her closest competitor, absorbing the cheers of the crowd as the two girls crossed the finish line together, hands held high in victory and camaraderie.

Rider Profile

Zepeda was a true diamond in the rough, originally a tag-along kid sister who happened to follow her brother to practice one day for the Yuma Bike Club. Described by coach John McBride as barely bigger than a minute, her first trek on a stationary trainer caught his attention. As the "champion" emerged, the little girl turned into a fierce, yet graceful competitor.

According to McBride, coach and founder of the Yuma Bike Club, "There are not many girls racing in the Arizona circuit. In fact there were only six for 2009. But as I watched her spirit and enthusiasm for cycling grow I figured, 'what the heck, let her race and see what happens.' In her first race she chased down a woman who was 30 years her senior. In her second race she beat half of the boys in her field. Her spirit was captivating and her look of determination made her a favorite of the crowds."

"The Yuma Bike Club is providing a place for at-risk youth to grow their cycling capabilities, increase their physical activity and engage in therapeutic riding," said Homayoon Farsi, CEO of Velo Vie. "As competitors, the kids involved in this program are now demonstrating they have the capability and character of true champions. We are thrilled to be their sponsor and we look forward to more exciting success to come."

About Velo Vie

Arizona-based Velo Vie manufactures and markets high performance and racing bicycles direct to the consumers through its online marketplace. Founded in 2006, Velo Vie offers highly customizable bicycle frames featuring Velo Vie® Carbon Axis technology. Velo Vie offers consumers top quality components through its relationships with manufacturers such as Shimano, Campagnolo, SRAM, Fulcrum, Reynolds, Easton, Vision, Profile, Ritchey, FSA, Deda, Rolf, Time, Speedplay and Look. For more information about Velo Vie visit www.velovie.com. Contact info press@velovie.com or call 1-877-VELOVIE.