

SoCal High School Mountain Bikers Gearing Up for Big First Season

FOR IMMEDIATE RELEASE: Wednesday, January 14, 2009

Contact: Quintin Easton quintin@socaldirt.org Tel: 949.285.0316 <http://www.socaldirt.org>

NEWPORT BEACH, CA – Great things for the future of mountain biking are happening right now in Southern California. The Southern California Interscholastic Cycling League is gearing up for its inaugural season with schools, riders and coaches from across the region signing up to be part of this energetic new movement in school sports. Ten high school teams have registered for the league so far, already far exceeding the 2009 target of six teams.

"People have been putting a lot of time into this. We're seeing teachers, cycling coaches, parents, industry insiders, all wanting to get involved in this movement. We even had a journalist help out at a training camp he was covering for Mountain Bike Action magazine," said SoCal League president **Quintin Easton**. Easton added that, "By working with the guidance of experienced staff and the proven formula of the NorCal league, we are seeing an outstanding series of camps and races take shape. These are very exciting days!"

The SoCal League ran two camps last December. **The next rider camp, to be held at Frank G. Bonelli Regional Park in San Dimas, is on February 7th from 9:00 am to 4:00 pm.**

The day's activities will be split into halves. The morning session will focus on mountain biking skills, in which braking, gear selection, and body positioning will be taught to provide foundation skills for the challenges of the race series. After the skills learning session will come lunch, and then in the second half of the day students get to practice what they learned in a fun trail ride.

Not only will just students acquire skills. For many of the coaches present, working with a group of high school students in the mountain biking environment is a new experience. They will gain invaluable experience conducting a high school mountain bike ride.

League Director **Matt Fritzing** emphasized the importance of these early season camps, saying "The sport of mountain biking is one of the most challenging in the world. It's important for the kids to meet each other before the race season -- they form bonds that help them get through the season."

Thanks to its sponsors, the League is able to keep the offer the camp at a low \$45 fee, which covers lunch and some great swag for the kids.

The League was made possible when the Easton Sports Development Foundation II started the ball rolling with a generous development grant, as the founding sponsor, which led to the launch in August 2008.

League programs such as the rider camps are supported by Specialized Bicycle Components, the national founding sponsor.

About the Southern California Interscholastic Cycling League

The SoCal Interscholastic Cycling League was organized to provide a well-defined race season for junior racers and to promote the formation of teams at public and private high schools. With the cooperation of local race promoters and our sponsors, the League organizes a first class series of races designed for high school aged riders. The League is working to make high school racing the easiest way for juniors to get involved in the challenging and exciting world of competitive cycling. The SoCal League was founded with a generous grant from the **Easton Sports Development Foundation II** (ESDF II) and is supported by other generous sponsors such as founding national sponsor Specialized Bicycle Components, Bike Magazine, CLIF Bar, Crank Brothers, Hincapie Sportswear, Tifosi, Trek, and WTB. For more information on the League, contact Quintin Easton at quintin@socaldirt.org and 949.285.0316 Website:

<http://www.socaldirt.org>