



Michigan Scholastic Cycling Association

MEDIA CONTACT

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**PETER SAGAN AUTOGRAPHED JERSEY FOR AUCTION TO
SUPPORT SCHOLASTIC MOUNTAIN BIKING**

Michigan, November 18, 2013 – An online auction for a Peter Sagan autographed Cannondale Team jersey began today. The jersey was donated by Cannondale and 100 percent of the proceeds will benefit the Michigan Scholastic Cycling Association in support of the advancement of scholastic mountain biking. The 10-day auction will end at 5:54pm Eastern on November 28, 2013.

“MiSCA received a Cannondale team jersey autographed by their superstar rider, Peter Sagan. This was generously donated by Cannondale in support of MiSCA for us to raffle or sell.”

--- Steve Kinley (Founder and President, Michigan Scholastic Cycling Association)

“MiSCA plans to expand across the state with 6 student-only races in 2014. Any contribution we receive from our supporters or the corporate community is helpful in achieving this planned growth.”

--- Sean Warren (Director of Marketing and Communication, Michigan Scholastic Cycling Association)

Peter Sagan is a professional cyclist, having had a successful junior cyclo-cross and mountain bike racing career, winning the Junior World Championship in 2008, before moving to road racing. In 2013, Peter Sagan was awarded the Tour de France Green “Sprinters” Jersey.

MiSCA is honored to have received this jersey and thanks Peter Sagan and Cannondale Pro Cycling (http://www.cannondale.com/pro_cycling) for their support.

The auction is located on eBay (<http://www.ebay.com/itm/271325249296>)

ABOUT MICHIGAN SCHOLASTIC CYCLING ASSOCIATION (MiSCA)

MiSCA was founded in 2010 and is the premier scholastic cycling organization in the state of Michigan that puts on mountain bike races just for students. MiSCA is a 501(c)3 non-profit USA Cycling (USAC) Club hosting a series of Mountain Bike races

across Michigan each year for elementary, middle, and high school aged students. MiSCA offers the official Scholastic State Championship for USA Cycling.

Scholastic cycling is modeled after the successful collegiate cycling system. In this system the focus is on the individual as part of a larger team and while very competitive the atmosphere is much more relaxed than the usual Michigan mountain bike races. This more relaxed atmosphere is a result of participants that are relatively new to racing as well as the fact that participants do not compete in the normal mountain bike categories but rather compete for their school in more generic skill-based categories. We offer cycling as a legitimate sport to many students who would not otherwise know it existed as a 'real sport.' In other words we bring new people into the sport of cycling. We also give students disenchanted with the other school sports teams a chance to excel.

For more information about MiSCA, please visit <http://www.miscabike.org>.

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