



Michigan Scholastic Cycling Association

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**D&D BICYCLES JOINS MISCA TO GET MORE KIDS ON BIKES
INTRODUCING THE D&D BICYCLES MISCA RACE SERIES**

Brighton, Michigan, May 10, 2017 – The Michigan Scholastic Cycling Association (MiSCA) is pleased to announce D&D Bicycles as our *Pro Sponsor*. This top-level, multi-year sponsorship includes the renaming of the series to the D&D Bicycles MiSCA Race Series. The support of D&D Bicycles is crucial in supporting our mission to get more kids on bikes and our anticipated bid to join the National Interscholastic Cycling Association (NICA) in 2018.

“This is the first year we’ve really put a focus around integrating our mission with the goals of the business community. Many bike shops are helping us out, but D&D really stepped up in a big way. With this support, we feel confident Michigan is home to the next NICA League!”

--- Sean Warren (President & League Director, Michigan Scholastic Cycling Association)

To kickoff this partnership, MiSCA and D&D participated in the Spring Bike Demo Day at Island Lake Recreation Area in Brighton, Michigan, hosted by the Motor City Mountain Biking Association (MCMBA). The event was a blast, allowing both MiSCA and D&D to talk directly to interested participants and those who may be in the market for a new bike! D&D gave away free t-shirts and many kids were already walking around wearing them over their original outfit!



Felicia Moore of D&D Bicycles (left) and Sean Warren of MiSCA (right) give away free t-shirts to promote youth cycling in Michigan.

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“We see a true partner in D&D! Working with their team has been amazing and we’re actively brainstorming creative ways we can work together to reach more families with this amazing sport. Because of their support, we are able to keep participation costs low and provide a great program of events for the kids!”

--- Sean Warren (President & League Director, Michigan Scholastic Cycling Association)

“D&D is committed to introducing cycling to all ages, making this sport memorable and fun for the kids. We are kicking off this year’s D&D MiSCA race series by inviting these student athletes, coaches and families to Mt. Brighton for a night of biking, food, bike fit and gear information to supply these teams with all the tools they need for a successful season and more. D&D always offers a minimum of 10% off store-wide as well as member specials to all registered MiSCA riders and their families.”

--- Felicia Moore (Corporate Manager, D&D Bicycles and Hockey)

The D&D Bicycles 2017 MiSCA Race Series registration is open now, with three events in southeast Michigan and two near Grand Rapids. Visit www.bikereg.com/misca to register for all five races or visit www.miscabike.org for more information on registering for individual events. The schedule is as follows:

- August 27, 2017 – Addison Oaks County Park – Leonard, MI (Oakland County)
- September 10, 2017 – Addison Oaks County Park – Rockford, MI (Kent County)
- September 17, 2017 – Lakeshore Park (Tree Farm) – Novi, MI (Oakland County)
- September 24, 2017 – Cannonsburg Ski Area – Belmont, MI (Kent County)
- October 8, 2017 – Brighton Recreation Area – Howell, MI (Livingston County)

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 hosting a series of Mountain Bike races across Michigan each year for elementary, middle, and high school aged students.

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>.

ABOUT D&D BICYCLES AND HOCKEY

D&D has been serving the cycling community since 1977, and recently branched into hockey to round out your fitness season. Their EIGHT store locations are staffed with cycling and hockey experts who actively participate in the lifestyle they promote. “We want everything we do to reflect how much we think of you, our most valuable assets.” In August of 1979, D&D opened its first store location, just two buildings north of their current Westland location. Fast forward to today, D&D is now one of Trek’s TOP 50 DEALERS (that’s out of 1,800 dealers in North America). Along with Trek, D&D is a dealer of Giant, Electra, Sun, and Benno brand bicycles.

For more information about D&D, please visit <http://www.ddbikes.com>.

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