



The Georgia Interscholastic Cycling League

844 Shady Falls Road

Blue Ridge, GA 30513

(678) 758-7206

[www.georgiamtb.org](http://www.georgiamtb.org)

## The Georgia Interscholastic Cycling Association and Georgia's Athletic Directors Association Announce New Partnership

**Atlanta, GA - For Release –April 1, 2019**

The Georgia Cycling League and the Georgia Athletic Directors Association are excited and very proud to enter into an exciting partnership. It is a true partnership between two organizations that promote healthy and active lifestyles and student athlete inclusion and participation.

The League has experienced explosive growth since its inception in 2014 – growing from just over 10 teams and 121 student-athletes that inaugural year. "We are experiencing substantial growth across all areas of our league," said Executive Director, Kenny Griffin. "Not only are the athletes and their families recognizing the value of our mountain biking youth development programs; but corporate partnerships, volunteer recruitment, and board engagement are all on the rise." In just five seasons, the Georgia League has trained 2,200 student-athletes and over 1,300 coaches through its Mountain Bike Youth Development programs.

The Georgia League has awarded over \$92,000 in financial aid and loaner bikes to student-athletes and coaches in need! In 2019 the League is expecting over 1,100 student athletes, 650 coaches and 65 teams across Georgia, including Rabun County in the North, Columbus in the West, Milledgeville in the East, Albany in the South, and dozens of teams in between. "The GADA could not be happier. Our goal is for this partnership to be mutually beneficial for both of these fine organizations," said Jeff Beggs, Assistant Executive Director of the Georgia Athletic Directors

The Georgia Interscholastic Cycling League (Georgia League) strives to get more kids on bikes in Georgia. The Georgia League programs create confident and responsible young adults and provide them with the opportunity to learn about and participate in healthy and active lifestyles through the lifelong sport of cycling. We work to ensure the success of cycling by establishing and maintaining safe, quality youth programs around the state.

The GADA is committed to supporting Georgia's Athletic Directors by providing training and service while introducing the philosophy of educational athletic that focuses on the role of the NIAAA, the NFHS, the GHSA and the GACA. GADA's mission is to work with Georgia's Athletic Directors and coaches helping develop student-athletes both in and out of the classroom helping shape and nurture our students so they become productive citizens in our society and better prepares them for the future.

The Georgia League is a 501c3 nonprofit organization, and an affiliate league of the National Interscholastic Cycling Association (NICA) umbrella, providing exclusive mountain biking programs for middle and high students. The Georgia League is one of twenty-five leagues in twenty-four states overseen by NICA, established in 2009, with over 18,000 student-athletes and 9,000 licensed coaches participating across the nation. The Georgia League is open to all Georgia students, regardless of ability, believing that cycling is about lifelong health, not just today's win. Financial aid and loaner bikes are available to students in need. For more information about starting a team in your area, League Sponsorship or Volunteer information, or for more information on the Georgia League, visit [www.georgiamtb.org](http://www.georgiamtb.org) or connect with them on Facebook at <https://www.facebook.com/georgiamtb>, on Twitter at @gamtbleague, on Instagram at [georgiamtbleague](https://www.instagram.com/georgiamtbleague), on YouTube at Georgia Interscholastic Cycling League, and on LinkedIn at Georgia Interscholastic Cycling League.

###

**Contact: Kenny Griffin, Executive Director – 678-758-7206**