



Podiumwear Announces Sponsorship of Minnesota High School Cycling League

Minnesota Apparel Manufacturer Becomes Gold Level Sponsor of Home State's Mountain Bike League

July 30, 2018

St. Paul, MN – Podiumwear, the custom apparel sponsor of NICA (National Interscholastic Cycling Association) at the national level, announced its gold level sponsorship of the Minnesota High School Cycling League this week. “We are happy to support the strong growth of the Minnesota league and excited to help get even more kids on bikes here in our own state,” said Podiumwear CEO Reid Lutter.

As the national sponsor of NICA since 2016, Podiumwear has been providing leader’s jerseys to NICA project leagues across the country. With Minnesota graduating to affiliate league status, Podiumwear is happy to step up to its support even more to become a sponsor at the state level as well.

About Podiumwear

Long-time team coach Reid Lutter founded Podiumwear in 2003 after being unable to find a custom apparel company whose clothing and customer service lived up to his expectations. Today, Podiumwear manufactures several lines of custom apparel including cycling, Nordic skiing, running, Ultimate and soccer. All Podiumwear products are designed, printed, cut and sewn with pride in St. Paul, Minnesota using the latest sublimation technology, sewing techniques and high-performance fabrics. More info at: www.podiumwear.com/sports/cycling

About the MNHigh School Cycling League

The Minnesota High School Cycling League, founded in 2012, is a state-wide independent activity provider for student-athletes in 7th to 12th grade. Our mission is to build strong bodies, strong minds and strong character through cycling, regardless of ability level.

Simply put, we get kids on bikes. Student-athletes from 7th through 12th grade come from all corners of the state to participate in races and programs. The majority of these kids have never ridden a mountain bike, let alone raced prior to participating in the league. Our association has grown from just over a hundred riders to over 1,500 riders!

About NICA & Podiumwear

Founded in 2009, the National Interscholastic Cycling Association (NICA) develops interscholastic mountain biking programs for student-athletes across the United States. NICA provides leadership, services and governance for local leagues to produce quality mountain bike events, and supports every student-athlete in the development of strong body, strong mind and strong character through their efforts on the bike. NICA has 24 state and regional leagues.

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