

Press Release. For immediate release.

**TEXAS HIGH SCHOOL MOUNTAIN BIKE LEAGUE
LAUNCH PARTY AT MELLOW JOHNNY'S**

OCTOBER 29, 2010 FROM 7:00 TO 10:00 PM

Contact: Vance McMurry vance@texasmtb.org 512.586.9230

www.texasmtb.org



AUSTIN, Texas—The Texas High School Mountain Bike League and its sponsor, **Mellow Johnny's Bike Shop**, will host a launch party for the league, which will introduce the sport to Texas high schools. The event will take place on October 29, 2010 at 7 p.m. at Mellow Johnny's Bike Shop.

The League was selected to be a part of the National Interscholastic Cycling Association in 2010. Skills camps and coaches training late summer to early fall 2011. High school mountain bike racing will begin in February 2012, and state championships are planned for May 2012.

Vance McMurry, Founding Committee Chair of the league, said, "We are excited to be bringing a new sport to high schools in Texas. This is a great opportunity for high school students who want to be a part of a year-round sport that will last a lifetime."

"This is the beginning of a new chapter in the history of both Texas and the USA. By bringing this new sport to high schools in Texas, we're right at the forefront of a vast new movement that shapes recreational and lifestyle opportunities for young people. We are setting them on a healthy and active path that they can follow for the rest of their lives. It's an incredibly exciting place to be."

McMurry added, "The event is a way to raise funds and awareness about mountain biking as a high school sport."

The party will feature a raffle, a live auction, a silent auction, and several exciting VIPs. **The Regulators**, a national champion barbecuing team, will provide barbecue, and **The Band in Black**, a Johnny Cash tribute band, will perform. The band has headlined for the Cash Bash, the celebration of Johnny Cash's birthday, for the past five years.

Purchase tickets at <http://www.texasmtb.org/LaunchParty.html>.

Individual or corporate donors should contact vance@texasmtb.org or 512.586.9230.

Who: Texas High School Mountain Bike League and Mellow Johnny's Bike Shop.

What: Texas High School Mountain Bike League Launch Party with The Regulators BBQ team and The Band in Black.

When: 7:00 p.m. October 29, 2010.

Where: Mellow Johnny's Bike Shop, 400 Nueces St., Austin, Texas.

Why: Launch and raise money for the Texas High School Mountain Bike League.

More information:

NICA: www.nationalmtb.org

Texas Mountain Bike League: www.texasmtb.org

Mellow Johnny's: www.mellowjohnnys.com

About the Texas High School Mountain Bike League

The Texas High School Mountain Bike League was founded in 2010 to promote personal development and teamwork through bicycle racing, and encourages the formation of teams at public and private high schools. With the cooperation of local race promoters and our sponsors, the League will organize a first class series of races to commence in the spring of 2012, designed for high school aged student-athletes. The League makes high school racing the easiest route for youth to get involved in the challenging and exciting world of competitive cycling. The Texas League is generously supported by founding national sponsor, **Specialized Bicycle Components, as well as Easton Foundations, SRAM, Trek Bicycles, Clif Bar and Co., Primal Wear, GU Sports, Shimano, Mellow Johnny's, Fox Racing Shox, CamelBak, Dirt Rag, Feedback Sports and Mountain Bike Action.** For more information on the League, visit www.texasmtb.org.



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