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BikeClicks.com Sponsorship of Team Louisville Cycling Team Pairs Social Networking with Cycling

LOUISVILLE, Ky., Dec 3 – BikeClicks.com, a Louisville-based social networking Web site for cyclists, has announced its marquee sponsorship of The Louisville Bicycle Club’s Team Louisville cycling team for the 2008 – 2009 cycling season. The partnership pairs the region’s newest and fastest-growing online community for cyclists with the area’s largest and most dynamic cycling team.

BikeClicks.com’s support of Team Louisville promises to enhance sponsors’ opportunities to link their businesses to the thousands of BikeClicks.com Web site visitors each month, said BikeClicks.com co-founder and team member Steven Webster.

“Connecting with Team Louisville means we can increase the visibility of BikeClicks.com in the region and help the team’s sponsors connect with the local and regional cycling community,” Webster said. “Team Louisville’s community presence combined with BikeClicks.com provides sponsors with the best deal in town to reach the cycling demographic.”

Unlike traditional cycling team support in which sponsors’ logos are seen only on racers’ uniforms or team banners, BikeClicks.com offers team sponsors greater visibility from its Web site: Site visitors are greeted by sponsors’ logos and contact information as well as links to sponsors’ Web sites.

“Team Louisville’s partnership with BikeClicks.com has the potential to drive more customers to sponsors,” said Team Louisville vice president of racing, Mark Luking. “We see it as another way to ensure our sponsors benefit from supporting the team.”

Team Louisville’s other sponsors include: Clarksville Schwinn & Fitness; Kindred Healthcare; APEX Physical Therapy; Bluegrass Brewing Company; Louisville Orthopaedic Clinic; Heine Brothers Coffee; Lamkin Wealth Management; Nanz & Kraft Florists; and Phillip Patterson Painting, Inc. In-kind sponsors include: JustSocks.com; Rudy Project; Carmichael Training Systems; Allegra Print & Imaging; and Williams Cycling.

For the 2008-2009 racing season, the team will wear newly designed blue and orange uniforms that replace the varieties of green uniforms that the team has worn since 2002. The new uniform, designed by Louisville cyclist Rick Hinze, keeps the familiar fleur-de-lis featured on all Team Louisville jerseys but adds BikeClicks.com as the title sponsor to promote the Web site.



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BikeClicks.com/Team Louisville

(You can take a look at the new uniform here:

<http://www.teamlouisville.org/News/tabid/1486/articleType/ArticleView/articleId/133/It-is-time-to-say-goodbye-to-the-green.aspx>)

Also included for this season is an all women's squad as well as a larger Category 3 group to compete in higher-level races in and around Louisville. BikeClicks.com/Team Louisville is comprised of 60 cyclists from the Metro Louisville area, making it the largest cycling team in the region.

In addition to racing, BikeClicks.com/Team Louisville members volunteer in the Ford Ironman Triathlon; the Mayor's Healthy Hometown Hike & Bike; and raised money for the WHAS Crusade for Children. In 2008, the team played a major role in the success of the US Gran Prix of Cyclocross and the USA Cycling Masters Road Nationals. The team also hosts or co-hosts Road, Mountain Bike, and Cyclocross races each year.

About BikeClicks.com

BikeClicks.com is the region's newest and fastest-growing online community for cyclists. BikeClicks.com allows cyclists to connect through member profiles, friends, private messaging, groups, photos, videos, blogs and classified ads. Find out what's going on in the trails, on the road or on the way to work – roadies, mountain bikers, commuters and 'crossers, racers and newbies – everyone is here. Sharing the pedal powered love. Pass it on.

About Team Louisville

Team Louisville is a United States Cycling Federation licensed division of the Louisville Bicycle Club, which was founded in 1897 as The Louisville Wheelmen. The team competes in Road, Track, Mountain Bike, and Cyclocross races throughout the region. Visit the team at teamlouisvillerracing.com

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