

FOR IMMEDIATE RELEASE

Georgia Cycling Association
931 East Main Street - Suite A
Blue Ridge, GA 30513

Media Contact:
Mike Riviello
mike@georgiacycling.org



NORTHSIDE HOSPITAL NAMED PRESENTING SPONSOR OF THE 2024 GEORGIA CYCLING RACE SERIES

Announcement marks the continuation of a seven-year partnership.

BLUE RIDGE, GA – January 18, 2024 – In a continuation of a long-running partnership, the Georgia Cycling Association announced today that Northside Hospital is returning as the presenting sponsor of its youth mountain bike race series.

The Northside Hospital Race Series is a slate of five mountain bike races held at various locations across Georgia each autumn. Student-athletes, in grades 6 through 12, from over 80 different youth mountain bike teams are expected to compete in the 2024 Race Series. Teams are based in communities throughout Georgia and are led by a coalition of trained volunteer coaches.

Georgia Cycling has a “no tryout” policy and emphasizes a “finish over podium” approach when it comes to student-athlete competition. It is this focus on living a healthy life and exceeding your personal expectations that has a record number of student-athletes and volunteer coaches joining this youth mountain bike program.

“We are honored that Northside Hospital is continuing our amazing partnership. Together we work hard to improve the health of people in communities all over Georgia. Northside Hospital’s commitment to Georgia Cycling enables us to continue to offer best-in-class cross-country mountain biking programming that is open to all students, regardless of ability,” stated Kenny Griffin, Executive Director of Georgia Cycling.

“Northside Hospital has built strong partnerships with athletic organizations who join us in encouraging everyone to get outside and move more. We are proud to support the Georgia Cycling Association for a seventh year and we look forward to an exciting race series,” stated Lee Echols, Vice President, Northside Hospital.

The 2024 schedule will be announced on Georgia Cycling’s social media channels in the coming weeks. Starting Thursday, January 25, a race date and host city will be announced. Each Thursday at 7 p.m. a different race date will be unveiled until the entire season is completely revealed on Thursday, February 22.

Student-athlete registration for the upcoming season will open on Monday, April 1, 2024.

About Georgia Cycling Association

The Georgia Cycling Association is a 501(c)(3) nonprofit dedicated to improving the lives of people across the state of Georgia through the active and healthy lifestyle of cycling. With a mission to inspire Georgians to get outside and ride a mountain bike, the Georgia Cycling Association activates inclusive programs that champion the interests of everyone who rides or wants to ride a bicycle in Georgia. A “no tryout” philosophy ensures programs are open to all Georgia students. For more information, visit georgiacycling.org.

About Northside Hospital

The Northside Hospital health care system is one of Georgia’s leading health care providers with five acute-care hospitals in Atlanta, Canton, Cumming, Duluth and Lawrenceville and more than 275 outpatient locations across the state. Northside Hospital leads the U.S. in newborn deliveries and is among the state’s top providers of cancer care, sports medicine, cardiovascular and surgical services. For more information, visit northside.com.