

## FOR IMMEDIATE RELEASE

### **Performance Bicycle Racing Team Claim Wins at the Rock Hill Spring Cycling Classic** *Members from the elite women's cycling team place in every competition*

**Chapel Hill, NC** – April 16, 2010 – The [Performance Bicycle Racing Team](#), America's newest elite women's cycling team, battled regional and national-level riders in the Rock Hill Spring Cycling Classic, a three day omnium in its 30th year that included street sprints, a road race with a Queen of the Mountains competition, and a criterium. Evie Boswell-Vilt, Nicole Vincent Jordan, and Dana Treiber Martin participated. The team was on the podium for every competition and, with just three elite riders in the race, took home the overall omnium win and second place overall, including winning the road race and the Queen of the Mountains prize. The race this year was part of the Nature Valley Pro Ride, a nationwide selection process that allows top amateurs a chance to participate in the Nature Valley Grand Prix as guests of the Nature Valley Cycling Team.

"We went out there to have fun, and we came back with results," said Evie Boswell-Vilt, overall omnium winner and team manager. "It was a fast-paced criterium, especially with Robin Farina (Vera Bradley Foundation) driving the pace. The competition was fierce and included some top riders like Farina, Rebecca Larson (Georgia Cup), and Kate Ross (BMW-Bianchi)."

The 2010 Performance Bicycle Racing team is made up of cyclists Cara Applegate, Evie Boswell-Vilt, Kirsten Davis, Kathryn Okenatez-Mahoney, Chris Tommerdahl, Dana Treiber Martin, Nicole Vincent-Jordan, Gina Voci and Bergen Watterson. The team is supported by development team mentors Annie Lux, Tina Weiler, Ainhua Perez-Diez and Hadley Trotter. Primarily focused on road bike racing, the team also includes top level mountain bike, triathlete and cyclocross riders as well.

"The biggest asset of the [Performance Bicycle](#) sponsorship is the support and enthusiasm they provide for women who love to race bicycles," said Laura Seay, co-founder and president of the SpokesWomen Syndicate. "The best female cyclists have full time jobs and families to support. Having Performance as our title sponsor enables our elite members to focus more on their training, their professional lives and their families, while giving them a national support system to encourage and promote their dedication to the sport."

The team also enjoys sponsorship from Fabrik – a high style clothing store without attitude or sticker shock, DeFeet – the creators of top performing athletic socks and armskins and nuun – the portable electrolyte drink.

The Performance team will look for continued success in national events and regional events all over the country, and is currently scheduled for the following races for 2010: Sunny King Criterium, Speed Week, Wilmington Grand Prix, Kelly Cup, Tour of Summerville, Nature Valley, Liberty Classic, Fitchburg, Presbyterian Hospital, Hanes Park and the US 10K.

For news and updates about Performance Bicycle Racing, go to <http://spokeswomensyndicate.com>, and follow Performance on Twitter, @performance\_inc.

**About Performance Bicycle**

Performance Bicycle is the number one bike specialty retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a website at [www.performancebike.com](http://www.performancebike.com) and 86 nationwide stores that cater to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, please visit [www.performancebike.com](http://www.performancebike.com).

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