



FRAME AND WHEEL

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FOR IMMEDIATE RELEASE

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CAPE ELIZABETH, MAINE - Frame and Wheel, a Maine-based on-line reseller of cycling equipment for cyclists and bike shops, is pleased to announce its sponsorship of CCB Foundation-Sicleri, a Boston-based UCI Continental Pro Cycling team. Frame and Wheel is a returning sponsor of the team and joins other cycling corporations in supporting the team. CCB Foundation-Sicleri riders are under 25 years of age and are attending college, graduate school or a post-secondary education program. Tim Mitchell, a world champion cyclist and educator, is Team Manager.

Frame and Wheel founder, Fred Thomas said. "I am very pleased to again be a part of this program. These athletes are getting the chance to race at a very high level without sacrificing their education and the non-profit model allows individuals and organizations to make in-kind or cash donations to the team. This is a smart and economic way to promote the sport of competitive cycling and attract new talent. The riders are enthusiastic about the program, dedicated to the sport and excellent Student Athletes role models. There was nothing like this when I was a youth!"

About Frame and Wheel

Frame and Wheel provides on-line re-selling services to cyclists and bike shops throughout New England. Frame and Wheel is a division of Rideable, Inc., which also has interests in performance carbon fiber bicycles (A-D Bikes) and broadcast entertainment (All Things Bike with Fred Thomas). The company is based in Cape Elizabeth, Maine. Please contact Fred Thomas on (207) 221 5151 or frameandwheel2010@gmail.com with questions about this release.

About CCB Cycling Education Foundation, Inc.

CCB Foundation-Sicleri is a unit of the CCB Cycling Education Foundation (CCEF), a 501 (c) (3) non-profit organization based in Ashland, Massachusetts. The mission of CCEF is to develop racing cyclists who are enrolled in college, graduate school or a post-secondary education program. Please contact Tim Mitchell on (508) 733 7433 or ccbcycling@gmail.com with questions about this release. Please see www.ccbbracing.com.