

CCF PROGRAM BOOK INFORMATION

Connie Cycling Foundation is publishing a program book. With minimum distribution of #500 booklets and rates starting as low as \$50 for an ad, our program book ads are a great way to gain exposure for your business!



CCF Fast Facts

- CCF 's founder/director is two-sport Olympian and world champion cyclist, Connie Paraskevin
- CCF has put over 5,000 kids on a bike
- Over than 400 instructional hours annually through weekly program
- More than 10 coaches trained
- Participants from LA, OC, SD counties
- CCF's flagship track cycling program at the StubHub Center has successfully built a pipeline for recreational riders and competitive bike racers

Where does the money go?

Revenue from this fundraiser goes to support CCF youth cycling programs and the U.S. Kids Track Cycling Challenge event

Who will use this program book?

- Adults and children age 7 and older
- SOCAL residents and vacationing patrons (families from out-of-town attending a CCF event)
- Athletes and parents will find information in this book that is helpful throughout the year

Print & Distribution

- Print total: #500 Full color program books
- Distribution #400 to SoCal residents: Athletes whom participate in CCF youth cycling activities at the StubHub Center in Carson and cycling experience field days at schools and community events. Participating families reside in SOCAL communities such as Carson, Torrance, Redondo Beach, Manhattan Beach, Palos Verdes, Long Beach and more.
- Distribution #100 to visitors to SoCal: Program books will be distributed at the U.S. Kids Track Cycling Challenge, July 29 & 30, 2017. This competition is hosted by CCF at our home stadium; the Velo Sports Center at the StubHub Center. Athletes from across the country will be in town and racing at the VSC in Carson for up to ten days surrounding the event. Program book advertisers will be a valuable resource for visiting families to find lodging, breakfast, lunch, dinner, equipment, entertainment, and more. Advertisers will be listed on the U.S. Kids Track Cycling Challenge website prior to the event. www.uskidstrackcycling.com

Unique Content

We're aiming to keep the acquisition of new skills fun with this unique balance of event program and workbook for young athletes. Not only is our book content developed by Connie, there are exercise and nutrition tips from her Olympian friends too, with colorful illustrations and inspiring messages. Interactive workbook pages address cycling skills and build knowledge in a variety of ways, from puzzles to word scrambles and letter matching. Cycling race descriptions, schedule of events, and space for race results round out this booklet and make it a keeper.