

## Media Release

New entrant to the cycling market, SICASSO, sponsors men and women teams, commencing at the Australian Road National Championships.

Sicasso today announced its partnership agreements with men's NRS team Satalyst Verve and women's NRS team Building Champions Women's Squad (BCWS) for 2016, commencing at the Australian Road National Championships in Ballarat.

The partnership involves the provision of high performance Sicasso carbon racing wheels to the teams, a commitment to develop young and female riders in particular and a collaboration for further research and development.

"We have seen first-hand the dedication of the riders of Satalyst Verve and Building Champions (sic Women's Squad) and both have a strong commitment to be successful as a team whilst investing in the development of their young riders," says Sicasso Managing Director, Michael Dann, who is naturally excited by the partnerships, "It is important that Sicasso works with teams with similar values and objectives."

Having recently finalised their 2016 rider line up, Adrian Spinelli, Satalyst Verve Management, elaborates, "When you have riders with the profile of Mitchell Mulhern or the experience of Matt Clark or Chris Winn telling you the wheels are super stiff and super responsive, we know we have a high end wheel on our bikes that give our riders a great chance for success. We're delighted to be working closely with Sicasso."

Formalising the partnership with Sicasso for 2016, Nicole McNamara Team Manager and rider for BCWS explains how the sponsorship is great for the team and good for women's cycling in general.

"It is good for women's cycling that a brand actively wants to support the development of our team, our efforts to promote women's cycling in the community, and the development of young female riders. From a racing perspective the Sicasso wheels give us a competitive edge and I speak first hand as one of the riders. It's a bonus that all this is coming from an Australian company as well."

"Our engagements are a collaboration - having an intimacy with our customers or partners is really important to us," Michael adds.

"Our customers tell us that Sicasso is more than wheels, it's a relationship between the rider, their performance and reward for effort. I am pleased that even in such early days of the partnership the team at Sicasso are working closely with the Satalyst Verve and Building Champions to support in any way we can."

The Australian National Road Championships are being held in Ballarat region of Victoria Wednesday 6th to Sunday 10th January.

**Editors Notes:**

Members of the Satalyst Verve and Building Champions Women's Squad and Sicasso representatives are available throughout the Australian National Road Championships event. For further information, interviews and images, please contact:

**Sicasso Spokesperson:**

Stuart Wilson

E: [s.wilson@sicasso.com](mailto:s.wilson@sicasso.com)

M: +61 (0) 414 514 222

**Satalyst Verve Spokesperson:**

Adrian Spinelli

M: +61 (0) 433 295152

**Building Champions Women's Squad Spokesperson:**

Nicole McNamara

M: +61 (0) 422168 766

**Sicasso** - [www.Sicasso.com](http://www.Sicasso.com)

Sicasso is an Australian company specialising in high performing, high quality hand-made carbon cycling wheels. 2016 marks an exciting second year in operation for Sicasso and further cements the brand after establishing a footprint in the US, UK, Singapore and of course Australia in 2015.

**Satalyst Verve Racing Team**

Western Australian NRS team formerly known as Navitas Satalyst in 2015, the team finished in 6th place. Recently confirmed the addition of Mitchell Mulhern who is aiming to make the Australian team pursuit squad at the Rio Olympics to finalise the 2016 roster. The team have also signed Matt Clark and Chris Winn. Satalyst Verve have also put together an all Western Australian development team.

**Building Champions Women's Squad** - <http://www.bcwomenssquad.com>

Bendigo's only registered women's cycling team. Races at all levels in Australia, including the National Road Series, and provides a platform for young athletes