

Thunderhead Alliance  
for Biking and Walking



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**FOR IMMEDIATE RELEASE**

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**SRAM Cycling Fund Awards \$400,000 to the League of American Bicyclists and Thunderhead Alliance for Biking and Walking**

*Washington, DC – January 21, 2009 -*

SRAM has announced a grant of \$400,000 to the Thunderhead Alliance for Biking and Walking and the League of American Bicyclists to boost the advocacy capacity of local cyclists.

Commenting on the award, League President Andy Clarke said; "SRAM's generous commitment will enable us to seize an extraordinary moment of opportunity for bicycling: we have a new President, a new Congress and a new economic reality that is encouraging people to ride." Economic stimulus, transportation and climate change funding are at stake – and most of that will be invested at the local level. "Bicyclists must have a voice, and thanks to SRAM we can now make sure that happens."

Jeffrey Miller, President of the Thunderhead Alliance for Biking and Walking commented on the strength SRAM will provide to Alliance organizations working at the local level. "Much of the progress over the past decade has been through the hard work of these dedicated advocates. This incredible support from SRAM boosts our ability to support them directly."

The broadening partnership of the Alliance and the League will allow the two organizations to not only provide technical and training assistance to grassroots organizations, it will also create a new grant making program. Details of this new program will be announced in the weeks to come.

"We fully intend to leverage this remarkable investment by SRAM to supercharge our proven programs and invest in advocates and organizations across North America," notes Miller.

"SRAM's generosity builds on what is best about the League and the Alliance: trusted and practical programs for increasing bicycle-friendliness and effective, passionate advocacy for change," says Clarke. "Together we will create a more bicycle-friendly America."

The Alliance and the League thank SRAM for their strong investment in state and local advocacy. "Leaders in the bike industry like Bikes Belong, Planet Bike, Cannondale and Trek, are already champions of advocacy. SRAM has raised the bar and we hope their commitment inspires and motivate others," states Miller.

For more information, visit [sramcyclingfund.org](http://sramcyclingfund.org), [bikeleague.org](http://bikeleague.org) and [thunderheadalliance.org](http://thunderheadalliance.org).

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*Thunderhead Alliance for Biking and Walking is the coalition of state and local advocacy organizations working together to promote bicycling and walking in North American communities*

*The League of American Bicyclists' mission is to promote bicycling for fun, fitness and transportation and work through advocacy and education for a bicycle-friendly America.*