

PRESS RELEASE

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“National Criterium Champion will lead Florida based Elite Program”

Michael Hernandez, USA Cycling’s U23 National Criterium Champion, will lead a team of highly decorated riders for the 2020 season and beyond. “When a professional career in cycling is not a goal, Elite riders flounder trying to balance their competitive spirits with their personal and professional lives outside of the sport. The opportunity to be a part of a program that fosters and supports this balance is life changing.” said Michael, U23 National Criterium Champion pursuing a career in law enforcement.

The team’s mission is to provide Elite riders with a path to fulfilling amateur careers, Junior riders with a path to wholesome development, and Sponsors with a path to valuable outcomes. The team’s motto will be to “Inspire, Motivate, Deliver”

The team will compete in key state, national and international events. It will host memorable training camps, operate a fan club, and develop partner team relationships. The team will activate an integrated marketing plan featuring the best equipment and clothing in the industry.

“To join my best friend Michael has been a dream long-time coming, and to build this program with FloridaVelo’s guidance and support is amazing.” said Justin Pfaff, Florida State Champion pursuing a career in construction management.

“As I transitioned from a professional rider onto an amateur rider, I realized there is a huge gap and I lost the motivation to enjoy what I love to do. This program gives me the opportunity and resources to build my career, enjoy racing, and give back to my community.” said Rubén Companioni, Professional Rider pursuing a career in collision repair and business management.

A series of upcoming announcements will contain official roster, calendar, programs, fan club, partner teams, sponsors, and more.

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