

**FOR IMMEDIATE RELEASE**



**TEAM WASTE MANAGEMENT ANNOUNCES PARTNERSHIP WITH JELLY BELLY PRO CYCLING TEAM**

**October 10, 2007**

**Scottsdale, AZ--**

Team Waste Management Cycling is very pleased to announce an expanded and improved program for the upcoming 2008 season. This expansion has seen the team formalize an agreement with the Jelly Belly Professional Cycling Team to become their official amateur feeder program. "Jelly Belly Pro Cycling is very pleased to have Team Waste Management as our official feeder team. This agreement shows first hand the value we see in a high level and well organized U-23 program", added Jelly Belly Team Director Danny Van Haute.

The improvements don't stop there as the Phoenix, Arizona, based development program has also made valuable additions to the team's staff and management. These additions come in the shape of the father-son duo of USA Cycling Elite Coach Barney King and his son, recently retired professional cyclist Austin King.

Barney King's 18 years of coaching experience will be utilized as a consultant to the development program and also as team director for select NRC races. His son Austin will also have frequent contact with the riders, "As I begin a new career in real estate, it's

very important for me to continue to stay involved in the cycling community. Over the course of 13 years this community has given me so much. It's now time to give back", commented King.

Another high profile addition to Team Waste Management's program will be the mentoring abilities of former Olympian and professional racer Gord Fraser. Fraser will offer a wealth of professional experience that saw him win over 200 races in his expansive career to act as a mentor to the younger riders.

Team Waste Management has 3 additional roster positions open for it's under 23 year old development team and is seeking out young, motivated, and disciplined cyclists to fill these spots. Riders will receive full product and travel support as they compete in a wide variety of NRC and regional level races. "I'm thrilled to have the continued support of Waste Management and our newly formed relationship with the Jelly Belly Professional Cycling Team. It not only allows these riders to chase their dreams but to continue to grow and develop as young adults through the shaping hands of competitive cycling", commented Team Manager Steve Cullinan. Interested riders under 23 years of age and currently holding a category 1 racing license are encouraged to send their resumes to Steve at [stevec@racelabu23.com](mailto:stevec@racelabu23.com).

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**FOR QUESTIONS OR COMMENTS, PLEASE CONTACT TEAM MANAGER**

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