

## **SWEETLINES**

*Fast. Fun. Fierce.*

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# **PRESS RELEASE**

## **For Immediate Release**

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## **#EquityinMTB**

### **Bringing more diversity to our awesome sport.**

Seattle, WA (July 28, 2020) – **Sweetlines** mountain bike coaching and events organization has **launched a fundraising campaign** to help make the sport more inclusive.

The organization is collecting donations to send 10 children of color to its mountain bike summer camps at Duthie Mountain Bike Park in Issaquah, Washington. Scholarships will include camp tuition, bike demo, protective gear (helmet, gloves and pads), transportation, and meals.

“We continue to be humbled by the lack of diversity in our sport and want to do our part to bring more children of color into mountain biking,” said Kat Sweet, founder and director of Sweetlines. “We want to level the playing field of entry into mountain biking and to the outdoors while we share our excitement with children of all ages, abilities, and backgrounds. While this sport and camps can be expensive, it is our mission to introduce some equity through these scholarships so that we are more truly and meaningfully inclusive.”

The Fourth of July weekend is typically the time for Sweetlines’s biggest annual event, the women’s community jump jam Sugar Showdown. Putting on such a large event with social distancing measures would have been difficult. When the deaths of George Floyd, Breonna Taylor and other people of color brought the problem of systemic racial equality to the forefront, Sweetlines opted to put their efforts elsewhere: “We decided instead to use our platform and the spirit of the event to bring our community together to raise awareness while we fundraise to bring more diversity to our awesome sport.”

Donations are being accepted at [Sweetlines.com](https://www.sweetlines.com). Donors can choose any amount, from a basic \$10 contribution on up to the full \$825 cost for one child to attend camp. Scholarships will be awarded for the 2021 camp season.

#### **ABOUT SWEETLINES:**

Sweetlines’s mission is to build confidence, create an inclusive community, and promote stewardship through educational mountain biking programs that empower people of all genders. Under the guidance of expert coaches, riders learn to navigate the twists and turns of life on and off the trail within a fun and supportive environment.