



## Biemme is proud to be the official technical apparel sponsor of the UCI Continental Lupus Racing Team



Montreal

February 4<sup>th</sup>, 2016

We are happy to announce that the UCI Continental Lupus Racing Team will be wearing Biemme Cycling Apparel for the 2016 season. Biemme is proud to have the Lupus Racing Team among its partners and to have been selected for the quality of the technical apparel, all made in Italy since 1978.

Lupus Racing Team's 2016 custom cycling kit falls perfectly in line with their new visual branding and features the latest technologies and designs to increase performance and recognition among the peloton. The official racing kit will be introduced at the Team Presentation event in Atlanta on Feb. 5.

### **About Biemme:**

Biemme was founded in 1978 by textile entrepreneur Maurizio Bertinato. From day one, Biemme has been a major player in the field of technical clothing for cycling providing top quality technical apparel and relentless innovation for some of the biggest names in the sport including Hinault, Moser, Saronni and Pantani.

Biemme continues to invest its resources in providing comfort, performance and innovation to make your next ride, your best one.

### **About Lupus Racing Team:**

The Lupus Racing Team is owned and operated by Cycle Culture, Inc., a Georgia business with offices in Atlanta and New York. This is the fourth year Cycle Culture has operated a cycling team, and the second consecutive year the team will compete internationally with a UCI Continental license. The Team partners with the Georgia Chapter of the Lupus Foundation of America to raise awareness and improve funding for an illness that affects 55,000 Georgians and 1.5 million Americans. Lupus is a chronic, autoimmune disease that can damage any part of the body, for which there is currently no known cure. Learn more about the Team, beneficiary and



sponsors at LupusRacingTeam.com. Follow the team on Twitter (@lupusracingteam), Facebook (LupusRacingTeam) and YouTube (LupusRacingTeam).

**About the Lupus Foundation of America, Georgia Chapter:**

The Lupus Foundation of America is devoted to solving the mystery of lupus, one of the world's cruelest, most unpredictable and devastating diseases, while giving caring support to those who suffer from its brutal impact. The Foundation leads the fight to improve the quality of life for all people affected by lupus. The Georgia Chapter is the only statewide resource for the 55,000 Georgians living with lupus. The impact on the patients and families served and empowered by the Georgia chapter is compelling. In 2016, the Georgia Chapter will host eight educational symposiums and workshops, including the first programs in Tipton and Kennesaw. There are more than 30 statewide support groups for people with lupus, and the Georgia Chapter holds the country's largest Walk to End Lupus Now with 14,000 walkers raising more than \$600,000 in 2015. Ninety percent of every dollar donated funds essential education programs, patient support, advocacy and awareness in more than 120 counties across the state. For more information, visit [LupusGA.org](http://LupusGA.org).

Contact us for more information.

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