

## Colavita Races Toward Pride

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Colavita recently announced its sponsorship of NYC Pride 2018 and of the 6th annual NYC Pride Ride. Colavita's collaboration with Bialelli and OutCycling will further promote the upcoming events of this pride month. Celebrate with cyclists and other supporters on Sunday, June 10 as riders take off in another spectacular race full of love and acceptance.

### NYC Pride Ride:

Pride Month has always been a time of celebrating individuality and equality as a community. What better way to express that than in the great joy of [cycling](#) [2]! Riders from around the nation will take their starting positions as they race on a 30, 60 or 100 mile path through scenic Bergen and Rockland county. A portion of the proceeds go to [OutCycling's Youth Cycling Program, the Fearless Flyers](#) [3], to teach young adults the skills needed for extraordinary experiences when cycling. Join and meet fellow cyclists and supporters for a day filled with love, kindness and of course . . . food!

### Colavita and Pride:

"As a family-run and owned business, we truly understand the value of a strong community where



everyone is included and diversity is celebrated,” said CEO of Colavita USA Giovanni Colavita. [The Colavita Cares](#) [4] program has been empowering individuals of marginalized groups with their involvement in cycling since its creation. Pride is an event worth supporting and celebrating, said Giovanni Colavita. “[NYC Pride](#) [5] and NYC Pride Ride are the perfect opportunities for us to connect our passion for cycling and healthy living with a very worthy cause.”

### About Colavita Cycling:

[Colavita](#) [6] has been sponsoring professional cycling since its own cycling team’s formation in 2003. From national champions, world-renowned athletes to even Olympic competitors, Colavita has been an opportunity for athletes to showcase their talents.

### Colavita and OutCycling:

“We are thrilled to have the support of this new partnership with Colavita and look forward to seeing how it evolves,” said Director of [OutCycling](#) [7] Graham Weinstein. Cyclists and supporters are welcome June 5 at [Al Vicoletto](#) [8] to meet fellow riders and take part in an early celebration of pride ride with complimentary hors d’oeuvres and beverages made with Colavita products. That following Thursday, June 7, WeWork’s terrace will be the location of a dinner party with an array of Colavita products.

### Colavita and Bialetti:

Watch as all-women’s pro cycling team, Team Colavita/Bialetti, make their anticipated appearance at this year’s NYC Pride Ride!

Visit [Team Colavita >>](#) [9]

For more information on NYC Pride and NYC Pride Ride visit <https://www.nycpride.org/> [5] and <https://www.nycprideride.org/> [2]

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### Links

- [1] <http://iitaly.org/files/colavitacoverpng-0>
- [2] <https://www.nycprideride.org>
- [3] <http://www.outcycling.org/fearlessflyers>
- [4] <https://teamcolavita.com/colavita-cares/>
- [5] <https://www.nycpride.org>
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