

Team Intermountain LiVe Well Cycling Club – Health, Community, Impact

People of all ages and walks of life can enjoy the freedom of a bike

SALT LAKE CITY, UTAH, USA, October 6, 2015 /EINPresswire.com/ -- Cycling. A simple form of exercise or transportation that most of us learned in early childhood, and one each of us can enjoy throughout our entire life. Team Intermountain LiVe Well not only supports, but encourages the beginner and novice riders to participate in changing their lifestyle through the sport of cycling. In addition, the team provides an avenue for the most serious cyclist to compete with a team at the highest levels available locally.

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Locke Ettinger, Intermountain Healthcare

[Intermountain Healthcare](#) began sponsoring the team in 2010 as an extension of its LiVe Well program. “Our purpose was simple,” says Joel Rackham, Team LiVe Well founder. “We

wanted to help others accomplish their goals of a healthy lifestyle through cycling. That matched perfectly with Intermountain’s goal of helping people to live the healthiest lives possible.”

“Cycling is great for everyone,” says Rackham. “From the weekend enthusiast to the serious cyclists, people of all ages and walks of life can enjoy the freedom of a bike.”

“Some people see cycling clubs as only benefiting a few elite riders,” said Rackham. “That isn’t what Team LiVe Well is about. Sure, there is the award-winning competitive team. But Team LiVe Well is about like-minded individuals who share the same vision and joy of cycling. We want to include the whole family, build friendships, and encourage the health benefits of riding a bike.”

From the original five founders, Team LiVe Well now has over 400 members in Utah from Logan to Provo. Membership fees go towards club activities, like regular weekly group rides and even three fully supported centuries (100 mile rides) each year. “We try and match-up individuals with similar interest and skill levels, so you can enjoy the sport at your own pace. Our mission is just to get people out and get active.”

“Team LiVe Well shares Intermountain’s goals to help provide for the safety and health of the community,” says Locke Ettinger, Intermountain Health Promotion and Wellness director. “Besides the rides, Team LiVe Well does bicycle safety rodeos and other community events. These safety rodeos and helmet clinics serve thousands of kids, with a primary focus on children with physical special needs or socio-economic challenges.”

“LiVe Well is all about fresh ideas to help people make healthful choices, become more physically active to live the healthiest lives possible, and be safe while doing it,” said Ettinger.

The social groups provide low-key outings and instructions, support and fun exercise for first time and beginning riders. These introductory groups include women-specific groups and training to prepare

riders to for safe navigation on the road. Less formal group rides happen regularly, but Team LiVe Well sponsors three organized distance rides a year with options of up to 100 miles.

But for the competitive, Team LiVe Well sponsors regular spirited, race-pace rides for training. They have also organized sponsored events such as the USA Cycling Masters National Road Championships and the USA Cycling Fat Bike National Championships. "Our team recently participated in the LoToJa Bicycle Classic, a 206 miles amateur road race from Logan, Utah to Jackson Hole, Wyoming," said Rackham. "It is one of the longest one day road cycling races in the U.S., with over a thousand riders."

In fact, the Team LiVe Well has been very successful in competitions. "We recently became the first team to sweep the podium (first, second and third) in the Pro/Elite category of the LOTOJA Classic," said Rackham. "The team is currently the top Elite team in Utah based on team points acquired throughout the 2014 racing season."

In addition to the road cycling club, Team Intermountain LiVe Well is excited to announce that in 2016 it will start of a mountain bike club with a similar format to the road club. The team will organize weekly rides with support, conduct training/skills clinics, and provide one long endurance, fully supported mountain bike ride for its members. As members complete the endurance mountain bike ride, they will be treated to a lunch for them and their family members. Rackham stated, "We have always supported and encouraged our members who mountain bike, but this will be the first time we formerly roll out a structured club like we have on the road. We see this as a tremendous opportunity to support parents who are getting into the sport as a result of their children racing in the Utah High School Mountain Bike League. This really becomes an avenue to facilitate and promote the healthy lifestyles of entire families."

"We really do try to provide something for everyone," said Rackham.

To learn more about Team Intermountain LiVe Well or find out about upcoming rides or activities, go to <http://teamintermountainlivewell.org>.

Intermountain Healthcare is a Utah-based, not-for-profit system of 22 hospitals, 185 clinics, a Medical Group with some 1,300 employed physicians, a health plans division called SelectHealth, and other health services. Helping people live the healthiest lives possible, Intermountain is widely recognized as a leader in transforming healthcare through high quality and sustainable costs. For more information about Intermountain, visit intermountainhealthcare.org, read our blogs at intermountainhealthcare.org/blogs, connect with us on Twitter at twitter.com/intermountain and on Facebook at facebook.com/intermountain.

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