

Cycle Into World Pride Month With Colavita

Stefanie Montalbano (May 29, 2019)



World Pride Month kicks off Sunday, June 2, 2019 with the New York City Pride Ride: a day full of cycling, community, and great food. Cyclists can even enter for a chance to win a custom-made Van Dessel Bike.

Kick-off World Pride Month on Sunday, June 2, 2019, at [New York City's annual Pride Ride](#) [2], a race sponsored by [Colavita](#) [3] and OutCycling.

"We stand firmly united with our friends at Outcycling and [Fearless Flyers](#) [4] who organize this NYC Pride Ride event," Giovanni Colavita, CEO of Colavita USA, says, "to celebrate being true to their hearts while growing awareness, acceptance, respect, and love for the LGBT community." The ride starts and ends on the Hudson Greenway at 145th street.

Although Colavita has been sponsoring cycling events for many years, this will be the Italian food company's second year sponsoring this race in particular.



At this year's ride, Outcycling's youth program, Fearless Flyers, will be joined by [I Challenge Myself](#) [5] which is a NYC wide, public high school fitness program. The goal I Challenge Myself has set, is to introduce "students to endurance sports that help them develop socially, academically, and physically."

For this year's NYC Pride Ride, riders may enter a raffle for a chance to win a custom-made Van Dessel Bike donated by Colavita; now this is a cyclist's dream! The company's very own professional bike-technician will be at the race for tune-ups and demos for all of a cyclist's needs and worries.

Cyclists and volunteers will be offered espresso shots by [Bialetti](#) [6] coffee to keep energy levels up throughout the day. When cyclists finish the race, the Finish Festival Cookout will take place, where chefs will cook with the healthiest, freshest and most nutritious ingredients provided by Colavita.

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- [1] <http://newsite.ility.org/files/bikepridejpg>
- [2] <https://www.nycprideride.org/>
- [3] <https://www.colavita.com/>
- [4] <https://www.fearlessflyers.org/>
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