

Lauren LeClaire Candidate Statement

As a NEBRA board member since 2015, I have played an integral role in the recent reinvigoration of NEBRA and hope to build on my involvement through another election cycle.

Qualifications:

- **Current NEBRA board member:** In the coming year I plan to form a transparent and organized communication plan, create and implement new women's initiatives, and assist the board in forming a robust fundraising plan to enable NEBRA to operate as a self-sufficient entity. As a key member of board sub-committees on these topics, it's crucial I remain on the board to see these endeavors to fruition. As a board member since 2015, I've gained valuable experience in working directly with our Administrator, other board members, as well as USA Cycling.
- **Race promotion:** Working as a Communications and Social Media Strategist, I have worked with prominent races such as the Vittoria Northeast Cyclocross Series, New England Crit Week, Longsjo Classic, KMC Cross Fest, and The Night Weasels Cometh. I've worked for Peloton Sports, providing extensive media coverage for events on the Professional Cyclocross Calendar and the Cyclocross National Championship in Hartford. Skills gained from these events are currently being applied to NEBRA's social media marketing plan. Additionally, I have worked with Pedal Power Training Solutions assisting with social media, marketing, team management, and coaching. Through these experiences, I have become well versed in all elements of race promotion and plan to host a criterium event in 2018.
- **Elite road racer:** As an active member of the racing community at a regional and national level, I can leverage my competitive experiences to help NEBRA represent the concerns of the racing community. However, being still relatively new to the sport, I bring fresh perspective and energy to my role as a NEBRA board member.
- **Cycling advocacy:** When I see a need in the cycling community not being met, I actively try to improve the situation. I started in cycling advocacy as a co-founder of "RAWR Bikes," an organization with the goal of encouraging more women to get into cycling. I worked to create a welcoming environment for women in the sport. This effort was a stepping stone for my current role with the Massachusetts Bicycle Coalition (MassBike).
- **MassBike:** As the Communications Coordinator for MassBike, my work in cycling goes beyond the racing world. I have lead successful fundraising campaigns for the organization including projects that have raised over \$30,000 to support safer bicycling in the state of Massachusetts.

By re-electing me to the NEBRA board, you are supporting someone who is deeply rooted in the cycling community and who can offer multiple and varied perspectives to the board. You are supporting a person who wants to donate her time and unique skillset to help make NEBRA a strong, self-sustaining

organization that will be able to adequately represent and respond to the needs of all New England cyclists. I appreciate your time and support.