



Colavita and Italian Brands Support Cycling in the US

Kayla Pantano (March 30, 2017)



A longtime patron of the sport, the trusted olive oil company has rallied Bianchi, Vittoria Industries Ltd., and Bolla Wines to help sponsor its women's pro team.

For the past 15 years, [Colavita](#) [2]—a family operated company that produces extra virgin olive oil and quality Italian food products headquartered in New Jersey—has been supporting the Italian tradition of cycling in the United States. The sport is a national pastime of Italy and has grown to be very popular on the professional level. Committed to promoting a healthy lifestyle, Colavita dedicates a great deal of time advocating for the sport here on home base.

Reaching 20 states, Colavita supports more than 15 regional club teams with over 600 members. In fact, Colavita is the longest running sponsor of a women's professional cycling team. Just earlier this year, they announced a partnership with the [Killington Mountain School](#) [3] to form the Colavita/KSM Women's Development Program, a stepping-stone for highly competitive junior cyclists who will be mentored by the pro team on and off the bike.



To kick off the 2017 professional women's cycling season, it has once again partnered with other brands that are deeply rooted in Italian tradition. [Bianchi](#) [4]—the world's oldest bicycle manufacturer who recently celebrated its 130-year history—for one is proud to be a title sponsor alongside Colavita. Two more Italian sponsors share the same sentiment, including [Vittoria Industries Ltd.](#) [5]—a leading tire manufacturer with an annual production of more than 7 million tires—and [Bolla Wines](#) [6].

“Bolla is ecstatic to sponsor the Colavita women's racing team for the next 2 seasons. From Prosecco and Sparkling Rose to the full-bodied Amarone, there is a Bolla wine for any occasion or event. We raise a glass in support of their efforts and wish them a successful campaign,” said Charles DellaVecchia, European Portfolio Director for Banfi Vintners.

“Getting the opportunity to direct this program is something I don't take lightly,” said [Mary Zider](#). [7] returning Director Sportif for [Pro Team Colavita/Bianchi](#) [8]. “It's an honor to lead such an incredible group of riders and human beings. As a rider, it's an honor to wear the Colavita jersey. This program has had Olympians, World Champions, and a National Champion within the 15 years of sponsoring cycling. That speaks volumes about Colavita and what this program stands for. It's a legendary program that will forever be known in the sport and it's a jersey we all wear with pride and continue to hold the rope for.”

Marisa Colavita recently joined the Pro Team Colavita/Bianchi's 2017 team in Scottsdale, Arizona, for pre-season training camp and echoed Zider's enthusiasm: “I enjoyed getting to know the riders and am truly inspired by their dedication. It's an honor for our family to continue to support cycling not only on a professional level but with regional club teams as well.”

For more information, visit [TeamColavita.com](#) [8] or follow the team on [Facebook.com/TeamColavita](#) [9], Twitter [@TeamColavita](#) [10], and Instagram [@teamcolavita](#) [11].

Source URL: <http://www.iitaly.org/magazine/focus/facts-stories/article/colavita-and-italian-brands-support-cycling-in-us>

Links

[1] <http://www.iitaly.org/files/teamcolavita.jpg>

[2] <http://main.colavita.com>

[3] <https://www.killingtonmountainschool.org>

[4] <http://www.bianchiusa.com>

[5] <https://www.vittoria.com>

[6] http://www.bolla.com/our_story.html

[7] <http://teamcolavita.com/pro-team/mary-zider-2015-director-sportif/>

[8] <http://teamcolavita.com/pro-team/>

[9] <https://www.facebook.com/ColavitaOliveOil/>

[10] <https://twitter.com/teamcolavita?lang=en>

[11] <https://www.instagram.com/teamcolavita/>