



**WISCONSIN
BIKE FED**

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NEWS

Wisconsin Bike Fed Expands Fund Raising Initiatives with Jessica Ginster, Development Director

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MILWAUKEE, WI -The Wisconsin Bike Fed, the leading advocate for bicycling in the state of Wisconsin, announced today, the addition of Jessica Ginster as Development Director.

At the Bike Fed, Ginster will provide strategic direction in developing donor relations and expanding the Bike Fed's presence, impact and funding statewide. Ginster knows the industry, its leaders and how important it is to maintain and improve communities across Wisconsin. Harnessing Wisconsin's 2 billion dollar bicycle industry plays an important role in securing the funding and resources needed to carry out the mission of the Wisconsin Bike Fed.

A Wisconsin native, Jessica Ginster joins the Bike Fed with over 20 years of experience in the bicycle industry and 10 in the non-profit sector. Ginster's professional experience spans from retail to manufacturing, to working one on one with at risk children and finally culminating in fundraising. She began her career in the bicycle industry at Wheel & Sprocket where she was the sales manager of their Glendale retail outlet. Most recently while living in Taichung Taiwan, arguably the center of the bicycle industry in Asia, she assisted her husband Nick Ginster, GM and founder of the bicycle company Fyxtation, launch an urban focused bicycle brand. Furthermore, while in Taiwan, she held positions on boards and raised funds for underserved and physically challenged children. This unique experience and the fact that Jessica is an avid cyclist who believes in creating stronger communities, makes her a welcome addition to the Bike Fed team.

"Jessica brings with her a wealth of knowledge, experience and a unique perspective and we're proud to have her as a member of our staff," said Kevin Hardman, Executive Director of the Bike Fed. "Jessica's drive and career-long commitment to the bicycle industry will give us the resources needed to accelerate our mission to make Wisconsin the best place to ride a bike!"



More info is available at: <http://www.WisconsinBikeFed.org>

About the Bike Fed:

The **Wisconsin Bike Fed** is a statewide, membership-based nonprofit bicycle organization that works to inspire, motivate, and unite a strong community of civic, business and political leaders, motorists and bicyclists to move bicycling forward in Wisconsin. For more information, or to become a member, visit WisconsinBikeFed.org.