



# TEAL STETSON-LEE

Teal grew up as a Nordic ski racer in Durango, Colorado and now resides in Reno, Nevada. She was first introduced to mountain biking and cyclocross through the Fort Lewis College (FLC) Cycling Team and has been racing professionally for seven years with such teams as Cal-Giant, Luna, and Scott 3Rox.

Along with her bike racing, she is a business woman, a leader, an influencer, a role model, and a community builder.

Teal works as an Event Coordinator for the [Sierra Buttes Trail Stewardship](#) and is the first professional athlete ambassador in Northern Nevada to represent a Cannabis Company, [KYND Cannabis](#). In January of 2015, Teal founded her own company, ShadowIndustries, LLC, and successfully produced The CrossReno Cyclocross Event and Music Festival in the fall of 2015 and 2016. Teal also teaches women's cycling clinics and camps and is deeply passionate about encouraging newbies to discover bikes as a life-changing tool for experiencing the outdoors and discovering personal power.

## ACCOMPLISHMENTS:

- 1st Sea Otter Enduro, 2016
- 1st Scott Enduro Cup Overall, 2015
- 1st Super D National Championships, 2013
- 4th Cyclocross National Championships, 2012
- 1st D1 Collegiate Cyclocross National Championships 2009

2015 Media Impressions= 83,583,336, including:

Cycling News, Pinkbike, Reno Tahoe Tonight, Bicycling Retailer, Scott Sports Website profile, Reno Gazette Journal, 100.1 FM, Reno News and Review, Freeplay Magazine, Louis Garneau Magazine, NICA newsletter, Scott 3Rox Racing newsletter

## TEAL PROVIDES VALUE:

- as a powerful influencer
- with broad reach to outdoor recreation enthusiasts and kids and women
- through on-site exposure in racing, clinics, public speaking, podium results
- as a dynamic marketing asset
- with content production, interviews, photos, videos
- delivering more return on investment than paid ad placement marketing
- as a platform for sharing your story
- product/experience development input
- through long-term branding partnerships

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**Mission: “Inspire authentic self-expression, confidence, personal values and living extraordinarily by defying traditional gender stereotypes and limitations”**