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ZWIFT PARTNERS WITH ATHLETE ALLY FOR PRIDE MONTH

JOIN WEEKLY RIDE OR RUN EVENTS TO SUPPORT PRIDE MONTH

Zwift, the global online training platform, has today announced for the second year a partnership with Athlete Ally to celebrate Pride Month on Zwift. As part of Zwift's Ride with Reason charity initiative, Zwift will be donating \$25,000 to Athlete Ally. Athlete Ally is a charitable organisation that works with the sporting landscape campaigning for reform and more inclusivity. Both Athlete Ally and Zwift share the belief that everyone should have equal access, opportunity and experience in sports.

Weekly Ride and Run events on Tuesdays and Saturdays will be hosted, led by prominent members of the Zwift LGBTQI+ community including Matt Llano Team USA runner, Nikki Hiltz Pan American Games gold medalist and Stephanie Labbé, Olympian & goalkeeper of the Canadian National Soccer team. There will be a rainbow jersey for cyclists and singlet for runners in-game, rainbow socks, arches and Rainbow (P)Ride Ons. Participation in an event unlocks the kits permanently. In addition to Zwift's \$25,000 donation to Athlete Ally, the Zwift Community will also be able to contribute donations through GivenGain in support of the cause.

“We have a number of core values at Zwift and one of these is ‘One Zwift for All’. We always look to champion inclusivity at Zwift and therefore I’m especially proud to partner with Athlete Ally once again to help support better inclusivity across all sports,” says Eric Min, CEO & Co-Founder of Zwift. “This is our second year working with Athlete Ally and they are doing fantastic work to end homophobia in sport and activating the athletic community to exercise their leadership to champion LGBTQI+ equality. I’m looking forward to joining the weekly ride and runs.”

“Zwift is a leader in inclusivity in sport and takes its responsibility of ensuring one Zwift for all seriously,” says Hudson Taylor, Founder & Executive Director of Athlete Ally. “I’m really looking forward to this year’s activation on Zwift. The community on Zwift is great, and I’m excited to ride and run, giving out Pride Ons along the way! Furthering the message of equal access, opportunity and experience in sports is fundamental, and I’m pleased that Zwift gives this message a platform.”

Read more on the blog [here](#).



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About Zwift

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete with each other in rich, 3D-generated worlds simply by connecting their existing devices & hardware (e.g. cycle trainers, power meters, treadmills heart rate monitors, etc) wirelessly via open industry standard ANT+ and BLE. From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of a better social fitness experience.

Athlete Ally

Athlete Ally believes sport will change the world when it welcomes and empowers all people. As a leading national nonprofit working at the intersection of sport and LGBTQ equality, Athlete Ally works to end the structural and systemic oppression that isolates, excludes and endangers LGBTQ people in sport. We educate individuals and institutions to understand obstacles to inclusion for LGBTQ people and how they can build an inclusive culture within their athletic communities. We work to ensure sport governing bodies, teams and leagues adopt policies that reflect the diversity of their constituents. We incubate athlete activism to advance LGBTQ equality in and through sport.

ABOUT ZWIFT

Zwift is the indoor training phenomenon taking the world by storm. An online platform helping everyone meet their fitness goals while having tons of fun along the way. Engaging gameplay meets fitness meets a global community of cyclists and runners. The result? Serious training made fun.

Meet new friends. Make new rivals. Ride up mountains. Run through jungles. Sprint through real roads made virtual or cruise across futuristic cities. Fun, flexible year-round training becomes the new normal with Zwift.

Build strengths and smash weaknesses with thousands of workouts. Train day or night, no matter the weather, and close the gap between where you are and where you want to be. Looking for something more specific? Flexible training plans by world-class coaches adjust to your schedule and help get you ready for race day.



ZWIFT