



# MUC-OFF ANNOUNCES SPONSORSHIP OF STEVE TILFORD FOUNDATION RACING TEAM

**POOLE 13.11.2020, FOR IMMEDIATE RELEASE** — Muc-Off are proud to announce their upgraded support for Steve Tilford Foundation Racing - formerly known as MAAP | Mini CX. Under a new name the team will compete in multiple disciplines, while creating new opportunities for up-and-coming racers.

*"We're stoked to step up our investment and focus into this team and Cyclo-cross in general. It's a rowdy and exciting discipline that's growing in participation. It's also potentially the muddiest cyclo-sport around – so the perfect fit for us!"*

*This particular team are a group of riders who are not only getting great results, but who do incredible things for young athletes too – which is something we're excited to be able to endorse."* Alex Trimnell, CEO at Muc-Off

The team is passing on the late Steve Tilford's legacy to help young people find and chase their passions through cycling. They also work with national organisations to educate and mentor young athletes throughout the United States.

The team is also environmentally driven, aiming to become completely carbon-neutral and having already launched their ReCharge Initiative by using electric transportation. This program aligns both with Muc-Off's recent launch of e-mobility products including e-bike specific cleaners and lubes, as well as Project Green, which includes a big focus around refilling and re-using our bottles using concentrates in a bid to reduce plastic and CO2.

The team will consist of Stephen Hyde, three-time National Cyclocross Champion, who will be looking to continue his success while also mentoring young athletes. Raylyn Nuss, who is in the top 50 UCI Rankings for cyclocross and is aiming to be in contention to win the 2022 CX World Championships. Alongside former professional road cyclist, Joseph Schmalz, who has raced for some North America's top road programs over the last six years.

*"We couldn't be more honoured to partner with Muc-Off! We're a multi-surface team, and we love to get dirty. Muc-Off is such an important piece to our program as we truly believe they make the best cleaning and bike care products on the market. Being able to keep the bikes dialled lap in and lap out during a muddy cyclocross race gives us the slight advantage against our competitors!"* Raylyn Nuss, Steve Tilford Foundation Racing Team.

Rocking custom Muc-Off helmets, the team will be competing in cyclocross and gravel racing throughout the United States and Europe. They'll be using Muc-Off's extensive range of high-performance products. And have access to the entire Clean, Protect and Lube range. This includes their flagship Nano Tech Bike Cleaner and Bike Protect Spray. As well as the award-winning Hydrodynamic Lube and Muc-Off Pressure Washer.

## **Press Contact**

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## **About Muc-Off:**

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world's first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To make a long story short, Rex's cleaner was the best thing since sliced bread, and it wasn't long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is now the go-to brand for top riders. And, in case you haven't noticed, they do a bit more than our original pink cleaner these days.