

# FOR IMMEDIATE RELEASE

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*Elite Cyclist, Emma Nelson*

## **Elite Cyclist, Emma Nelson, Launches Women's Edge Sports in NJ and NY; transforming women into athletes with world-class coaching**

Bergen County, NJ. March 15, 2011, Emma Nelson, Elite Cyclist, announced today the launch of her latest endeavor, Team WE (Women's Edge). Women's Edge Sports encourages women to experience an active, athletic lifestyle while achieving health, fitness and competitive goals in a team environment. Team WE is transforming women into athletes; not all of them compete, but they learn to take great care of themselves as if they were world class athletes.

Emma Nelson is a former elite cyclist with Team Lipton and Team Advil-ChapStick. She is founder of Women's Edge sports and manager of Team WE. Nelson knows the effectiveness of focused and efficient training of the body and the mind and believes women thrive best when they feel a part of a community, as witness to the success in Bergen County. Nelson adds, "WE know women. WE are women. I want to empower a community of women to live an athletic lifestyle and to have a sisterhood of women that love to exercise and want to share that joy with other like-minded women." "Our world class coaches instill a new confidence and that confidence can be transferred into every aspect of a woman's life."

Deihdra Miller, one of the first Team WE athletes, shares, "You have to feel it for yourself! It's been fantastic to have an elite athlete combine her experience, her coaching, her education, and her gregarious personality to make training fun and athletics accessible to everyone."

Women's Edge offers a variety of programs in the metropolitan NJ and NY area. Programs include sessions for swimmers, runners, cyclists, tennis players and

multisport athletes of all ages and skill levels. Team WE also provides nutritional seminars and customized individual training programs.

Team WE also has a network of professionals in the community that help provide resources and guidance for the team members including: bike shop owners, sporting good stores, massage therapists and health care providers.

For full details on Team WE and more about Women's Edge Sports, please go to <http://teamwesports.com/>