**USA Cycling appoints Andrea Smith as Director of Media and Communications**

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Colorado-based non-profit organisation USA Cycling, which is responsible for governing all disciplines of competitive cycling in the United States, has appointed Andrea Smith as its Director of Media and Communications.

Smith began her tenure at USA Cycling as the organisation’s Communications Manager. Now, as the Director of Media and Communications, she will work to raise the overall awareness of USA Cycling’s programmes across all disciplines and levels of the sport – with the ultimate goal of growing competitive cycling in America. She will also oversee all of the organisation’s communications initiatives, including an added focus on interacting with cyclists and fans through social media avenues.

“USA Cycling has experienced tremendous growth in the last decade, and we are excited to have someone with as much talent, energy and passion as Andrea to help lead us in communicating our ongoing progress and to focus on better connecting with the cycling community,” said Steve Johnson, Chief Executive Officer at USA Cycling.

Smith came to USA Cycling after heading up the media and public relations team at Snowshoe Mountain Resort in West Virginia. Prior to her work in the ski industry, Smith assisted in public relations and development duties at the non-profit organisation HospiceCare.

Moving into Smith’s previous role, Keri Kahn joins USA Cycling as the Communications Manager responsible for supporting media, public relations and communications efforts pertaining to the overall organisation, its programmes, properties and membership initiatives. Kahn has a bachelor’s degree in Communications from Samford University and previously served as USA Cycling’s Communications Coordinator in 2004 and 2005.

“I’m extremely excited for the opportunity to work even more intimately with the talented staff here and to welcome Keri back to the team as USA Cycling takes a more proactive approach to develop and promote the future of cycling,” said Smith.