

RISE UP – A Global Livestream Spinning® Event in Partnership with Uscreen

Spinning® is proud to announce a global livestream event benefitting the Nelson Mandela Foundation on July 18th, 2020 in partnership with Uscreen.

Los Angeles, Jul 15, 2020 (IssueWire.com) - Spinning® is proud to announce a global livestream event benefitting the Nelson Mandela Foundation on July 18th, 2020 in partnership with Uscreen! RISE UP with Josh Taylor is a ride that celebrates the human spirit – that pure and unwavering belief that we can RISE to any challenge with conviction, belief and razor-sharp determination! In this ride, you will have a chance to give or take something meaningful out of each pedal stroke. It's an experience that will prompt you to find your inner edge – you'll emotionally connect to yourself and be rewarded for truly letting go! It's time to RISE UP with everything you have and tap into being the best you can be!

The ride will be livestreamed via Uscreen, the platform that Spinning® has been successfully using since 2017 to create a digital VOD subscription business. Subscribers to Spinning® Digital – and riders from around the world – will be able to experience the ride for no charge, amplifying the power of the global Spinning® community.

Robin Degtjarewsky, VP of Content for Spinning® and Peak Pilates® said about Uscreen, “Uscreen is a robust, easy to use platform that has allowed us to quickly and easily create a digital VOD subscription business. I’m especially impressed by how easy it’s been to launch content on multiple branded OTT apps.”

Josh Taylor, world-renowned Master Instructor and Global Brand Ambassador for the Spinning® program created the RISE UP ride. He is also a former professional cyclist who has competed at the highest levels of bike racing for over two decades and has raced against some of the top international cyclists in the world. Josh's deep level of experience in the sport of cycling and fitness has put him in a unique position to help guide the Spinning® and indoor cycling community to find a better ride. In Josh's words, “I created the RISE UP ride as a tribute to the human spirit... That unbreakable belief that we can RISE to any occasion and triumph! I truly love to mix the power of belief into Spinning®, and that's what will make this ride so special for anyone who participates!”

July 18th was chosen as the date of the RISE UP ride so that the global Spinning® community could ride together not only as we face our own battles and challenges, but to also observe International Nelson Mandela Day! Mandela Day is held on July 18th each year and recognizes Mandela's achievements in working towards conflict resolution, democracy, human rights, peace, and reconciliation.

Ride Information:

LIVE on Spinning® Digital

Saturday, July 18th, 2020

8 AM Pacific / 11 AM Eastern / 5 PM Central European Time

RISE UP will be streamed for free on Spinning® Digital, the on-demand platform for Spinning® classes. Subscribers will just need to log in and non-subscribers will simply need to enter an email address to access the ride.

Spinning® Digital link to register and access the ride:

<https://tv.spinning.com/programs/riseup>

Donations before, during and after the ride to the Nelson Mandela Foundation are encouraged:

<https://www.nelsonmandela.org/#donation-panel>

About Mad Dogg Athletics, Inc.

Creators of the indoor cycling category and home of the Spinning® brand, Mad Dogg Athletics® is the global leader in indoor cycling bikes, programs and instructor education. In addition to Spinning®, the company owns Peak Pilates®, CrossCore®, Ugi®, Resist-A-Ball® and Spin Fitness®, all of which follow the company's philosophy of providing world-class equipment combined with industry-leading programs and instructor education. The company reaches millions of enthusiasts in over 80 countries worldwide through a network of over 35,000 fitness facilities and 300,000 fitness professionals that use its products and programs. As a leader in equipment based education and programs, the company helps fitness clubs and studios around the world deliver cutting-edge classes to a diverse clientele. In addition to its collaboration with Precor® on a complete line of Spinner® bikes for the commercial market, Mad Dogg designs and manufactures an extensive line of consumer Spinner® bikes, Pilates and functional training equipment, and accessories for in-home use. © 2020 Mad Dogg Athletics, Inc. **SPIN®, SPINNER®, SPINNING®, SPIN FITNESS®, SPINPOWER®, SPINTV®, THE SPINNING LOGO®, PEAK PILATES®, CROSSCORE®, UGI® AND RESIST-A-BALL® ARE REGISTERED TRADEMARKS THAT ARE OWNED BY MAD DOGG ATHLETICS, INC.**

About Uscreen

Uscreen is a premier video monetization platform on a mission to enable entrepreneurs, organizations and businesses of all sizes to monetize their videos online and amplify their reach with OTT apps. With the center of operations in Washington, D.C., Uscreen's all-in-one platform powers over 11,000 video streaming services globally.

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