

Bonita's Jacobo Melcer Returns to Mentor Youth, Build Future Champions, and Strengthen Community Through Cycling

Eight-time State Champion Jacobo Melcer of Bonita, CA steps back into a leadership role to guide young cyclists, support families, and promote wellness, teamwork, and resilience across the South County community through the sport he loves.



San Diego, California Jul 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Eight-Time State Champion and Bonita's Own Jacobo Melcer Returns to Lead Junior Cycling Program and Empower Community

In an inspiring move poised to benefit youth, families, and the broader cycling community, **Jacobo Melcer**, an eight-time California State Champion and longtime Bonita, CA resident, has returned as **Junior Program Tutor** for a local nonprofit dedicated to youth cycling and wellness. Recognized across Southern California for both his athletic excellence and deep-rooted community impact, Melcer's leadership marks a major step forward for youth development in the South Bay.

A lifelong cyclist who began racing competitively as a teenager in Mexico, Melcer uses his own story to inspire the next generation of riders. His academic path—from earning a physics degree at **UNAM** to completing a master's in oceanography at **Scripps Institution of Oceanography**—serves as a powerful example of what's possible with perseverance, balance, and support.

With over two decades of competitive experience and a passion for mentoring, Melcer will guide eight junior cyclists—aged 13 to 18—through a program that blends high-performance training, on-bike coaching, and race preparation with education on proper nutrition and psychological wellness. He will collaborate directly with families to coordinate race logistics and build support systems around each athlete's development, helping them balance the demands of sport, academics, and personal growth.

"Jacobo brings the perfect blend of technical know-how and genuine care for young athletes," said **Freddy Lindo**, President of the organization. "But what truly sets him apart is his community spirit. His influence will reach far beyond race results—he'll help young people build discipline, confidence, and a lifelong connection to health and teamwork."

Melcer's community impact extends far beyond cycling. For years, he has worked to improve digital access across the South Bay, drawing on more than two decades of leadership in internet and technology companies. He has advised nonprofits, schools, and civic leaders on closing the connectivity gap—something he sees as essential for educational equity and long-term mobility.

In his corporate career, Melcer has led ventures such as **iTrackr Systems** and **Superclick, Inc.**, specializing in digital communication for healthcare and hospitality. Since 1998, he has served as President of **FrontCom.com**, a company that reflects his steady, service-driven approach to business leadership.

"Jacobo blends business sense with heart," said a colleague of 15 years. "He's never in it for the spotlight. He's in it to help, to mentor, and to make his community stronger."

In 2024, Melcer was honored with the **Community Anchor Award** by **VeloYouth**, a recognition of his long-standing commitment to youth empowerment. "Jacobo brings a wealth of professional experience to the VeloYouth Board, especially his great connections to the South Bay community," said Executive Director Hoffmann. "But more importantly, he brings patience, mentorship, and a deep sense of humanity."

His story serves as a local blueprint for how business leaders and athletes alike can invest in people—not just projects—and create a lasting, positive impact. Whether mentoring a student, sponsoring a program, or quietly advising from behind the scenes, Jacobo Melcer continues to be a force for good in **Bonita** and throughout **South San Diego**.

"I'm excited to help our juniors chase their goals and discover the lifelong joy of cycling," said Melcer. "This is about more than racing—it's about giving young people a foundation for confidence, health, and community connection that will stay with them for life."

As these junior athletes prepare for competition—including events sanctioned by **USA Cycling** and the **UCI**—Melcer’s guidance ensures their journey is rooted in mentorship, community, and the belief that strong individuals build stronger neighborhoods.

For more information: <https://padyakracingteam.com>

Media Inquiries: info@padyakracingteam.com

Media Contact

Suner One

*****@suner1.com

3239994418

Source : Jacobo Melcer

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