

# The “Junior Cycle Sport (JCS)” Story

## **The Team**

Junior Cycle Sport (*formerly known as Andrie Junior Development Team*) has been Michigan's premier road racing team for racers “18 years old and under” since 2011. In their brief existence the team has captured 17 National Titles and 33 National medals in road racing.

I developed this site with the purpose of informing the general cycling community about the team's performance and providing potential sponsors with a history of the team's accomplishments. Andrie Transportation was stepping away as the main sponsor and there was a need to replace this title sponsor.

## **The Building of the Website**

For the basic structure of this team's first website I purchased a template from themeforest titled “SPORTS CUP” by lwTemes and configured it to the needs of JCS. It is a HTML5/CSS3 Bootstrap Template. I have revised this website two times before the COVID Lockdown when all road racing was canceled.

I am responsible for taking the vast majority of the photos located on this site and for all the social media platforms. Steve Fox was instrumental in writing the news articles for the 2017 and 2018 seasons. Steve was not able to write articles for the 2019 season so the news for the team was simply kept on facebook postings.

- Revised Version: 2019 New Name “Junior Cycle Sport”
- Revised Version: 2018 Andrie Junior Development Team
- Original Website Version: 2017 Andrie Junior Development Team

## **The Branding**

The team's coaches , Brant and Jason, came up with a new name “Junior Cycle Sport” and I started the process of branding this new name across social media platforms. They chose this name because they believed “JCS” would be an easy name to say and remember. The problem here was that it was considered too generic for the Trademark Office. I had to add the term “Devo” to the JCS for the Trademark filing. Therefore all official documentation and social media profiles are referred to as “JCSDevo”. Everyone still just uses the term “JCS” to refer to the team and it has stuck in the minds of the cycling community as a whole.

- <https://twitter.com/JCSDevo>
- <https://www.facebook.com/JCSDevo/>
- <https://www.instagram.com/jcsdevo/>

## **The Results**

With the outreach work of Jason, JCS was able to get a new title sponsor and bike shop supporter. Wynalda Packaging is now the title sponsor and Village Bike Shop is the supplier of bikes and components. Jason has related that the website and social media presence was a positive for the team's outreach. Jason has stated that the website does need to be updated so the JCS new name is more prominent.