



MEDIA ADVISORY

Press Conference: WNMU Announces Bike Industry Certificate

The Economic Development Department has awarded \$357,000 in seed funding – leveraging an additional \$237,704 in university match and federal appropriations – to Western New Mexico University (WNMU) to develop a bicycle technical certificate program that will prepare students for employment in technical positions in the bicycle industry. The WNMU Bike Program will be important to economic development in Grant County where cycling and outdoor recreation contribute significantly to the regional economy.

This certificate represents the first formal higher education program in the state specifically targeted to the outdoor (and specifically bicycle) industries. WNMU expects to begin enrolling students for the fall 2023 semester.

WHAT: Press conference announcing the launch of New Mexico’s first formal higher education program to train students to work in the bike industry.

WHEN: Saturday, April 30 at 2:25 p.m. after the Tour of the Gila Citizens’ Race

WHERE: Tour of the Gila start line, 520 N Bullard St, Silver City, NM

CONTACT: Axie Navas, Director | Alexandra.Navas@state.nm.us | 505.660.5992
