



## **Cycles Gladiator Championing Women's Empowerment**

Since its inception in 2005, Cycles Gladiator Wines have celebrated and championed women's empowerment. Inspired by the women's suffrage movement, the brand draws its name from the 19<sup>th</sup> century French bicycle manufacturer, the Gladiator Cycles Company, and honors their powerful original artwork on the wine label. The red-haired beauty soaring through the sky, unimpeded on her bicycle, symbolizes a new liberation of women from their homes after centuries of repression. Bicycles, as Susan B. Anthony praised, literally emancipated women from domesticity, allowing them to travel outside their households to work and vote.

Over a century later, Cycles Gladiator's powerful artwork still resonates with wine lovers across the country. Adam LaZarre, acclaimed and multiple award-winning winemaker, is at the helm, and has been since the brand's beginning. While Hahn Cellars originally brought Cycles Gladiator to market, Adam really brought the wines to life. The brand has been lucky enough to have the vision of his winemaking direction for fifteen years now, a continuity made possible when Dennis Carroll of Wine Hooligans nabbed Adam for the project after purchasing Cycles Gladiator in 2013.

Having lived in Paso Robles for more than twenty years, Adam is extraordinarily connected to his community and the winegrowers in the area. Cycles Gladiator wines continue to benefit from these longstanding viticultural relationships, providing the brand with access to standout fruit that sets them apart from most California wines in their price bracket. As of this year, Cycles Gladiator has received 19 Best Buy awards from Wine Enthusiast, five of them coming from the 2017 vintage. It appears Cycles Gladiator wines are getting even better with age and it might have something to do with Adam's philosophy: "It's one thing to sell \$300 bottles of wine to a few people. I love to produce really great wines that taste two to three times the price and to know that, on any given night, someone somewhere, is enjoying my wine."

And, at the end of the day, the more people that can get Cycles Gladiator wines, the more progress can be made towards their pledge to facilitate empowerment of women across this country and around the globe. In 2020, Cycles Gladiator is sponsoring the commission of ten murals by female artists in Tennessee. This celebration of female expression in community art will commemorate the 100th anniversary of women's right to vote in America, when the 36th amendment was ratified by Tennessee in 1920. This project is made possible by the hard work of Do More Art—a non-profit that's activating the environment through public art and placemaking. What better way to pay homage to the women that came before us.

For more information:

Cycles Gladiator Wines: <https://cyclesgladiator.com>

Walls for Women: <https://www.dma-events.com/our-projects>

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