

The thing I most remember about James is the iconic Nuke Proof ad/poster. Prior to this, the industry had not really celebrated many people of color as athletes in the sport of cycling, and this was a massive, in your face, photo of a strong black man in a racing skinsuit. Even as recent as a few years ago the cycling industry had a bad track record of using BIPOC cyclists in their ads and this Nuke Proof image was way ahead of it's time. Who knows how many young people of color saw that image and thought "maybe I do belong in this sport." It now seems that the industry is scrambling with everything they have to get more BIPOC riders in their images, but the image of James led the way in a time when it wasn't the "in" thing to do.

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