

Hailing from small town, middle America, Alise (Post) Willoughby, is one of the most successful BMX racers to ever swing her leg over a bike. In fact, she is the winningest rider in USA BMX history, male or female. Alise started racing BMX at the age of 6 after a nudge from one of her older brothers, and after a few practice laps and one “chicken out” from racing, Alise finally entered her first race. And the rest, as they say, is history.

Since 2006 when, at 15 years of age, she became the youngest racer to win the USA BMX Women’s Pro Title and first ever female voted for a Golden Crank Award as Rookie Pro of the Year, she has gone on to win 9 more USA BMX Women’s Pro Titles, 3 more ‘Pro of the Year’ Golden Crank awards, an Olympic Silver medal in Rio, two Elite Women UCI World Championship titles, 9 USA Cycling Elite Women National Championship titles, international and domestic race victories over the years. While many idolize Alise for her success on the bike, just as many idolize her for her presence off the bike. Within a year of starting BMX, her family helped turn a vandalized city park into a local BMX track called Pineview Park BMX. 20+ years later, the facility is one of the best in the country and continues to be volunteer operated by her family. No stranger to giving back, Alise also began an annual MS Charity event in conjunction with the track volunteers in 2010, which raised upwards of \$90k for the MS Society by 2016.

Although she holds many accolades to her name, Alise's path to success has not come without road blocks around every bend. From growing up in the elements of Minnesota, to 5 major surgical injuries in 4 straight seasons, to losing her mother to cancer at age 22, to being at her husband's side through a career altering accident post-Rio Olympics, Alise has had a long, uphill battle in her sporting career. Despite the adversity, she has risen to every challenge and come back stronger and more competitive, leaving nothing but positive energy and a 'Never Give Up' attitude in her wake. On the Road to Tokyo, Alise married her husband and now coach, Sam, who was an Olympic Silver medalist and multi-time World Champion himself. The pair have had quite the journey and continue to work towards Olympic Gold as a team, sharing their inspiring story along the way.

Alise knows what it takes to succeed; her drive and work ethic are unparalleled. She is the total package - dedicated, smart, good-natured, outgoing, attractive, and above all, a champion.