



Bernard R. Anderson Sr.

August 26, 1932 - October 15, 2025

Bernie Anderson, a trailblazer in the world of Bicycle Motocross (BMX) and a guiding force behind the growth of USA BMX (formerly the American Bicycle Association), passed away on October 15, surrounded by family at his home in San Antonio, Texas. He was 93.

Born in Kentuck, West Virginia, in 1932, Bernie was one of eight children. At just 21 years old, he left home with little more than a dream — hitchhiking his way to Texas with only 19 cents in his pocket. There, he began selling magazines door-to-door, quickly rising to become a top national salesman. His relentless drive and entrepreneurial spirit led him to become National Sales Manager for Look Magazine, and later the owner of Keystone Readers Service franchises across the Southwest.

Anderson is credited with writing one of the first formal sales scripts and pioneering the use of a telephone sales room to sell magazine subscriptions for the national franchise — innovations that transformed the industry and set the stage for a lifelong career defined by bold ideas and hard work.

In the 1970s, Bernie's path took another pivotal turn when his two young sons began racing in the emerging sport of Bicycle Motocross. Wanting to give them a place to compete, he became the track operator of Lonestar BMX in San Antonio. His passion for the sport led him to create Rebel Racing, his own BMX brand.

Then, in 1985, when the opportunity arose, Bernie purchased the Arizona-based sanctioning body, the American Bicycle Association (ABA) — today

known as USA BMX. Over the decades that followed, his leadership helped elevate BMX from a grassroots pastime to a respected international sport that would one day become an Olympic event.

Recognizing the need to honor the sport's pioneers, Anderson founded the National BMX Hall of Fame in 1985, which celebrated its 40th anniversary this year.

His lifelong dedication was recognized in 2007 when he was inducted into the U.S. Bicycling Hall of Fame, followed by his own induction into the National BMX Hall of Fame the next year.

Beyond his many professional achievements, Bernie was known for his generosity, humor, and unwavering belief in the power of community. He inspired countless riders, entrepreneurs, and families with his example of grit, innovation, and kindness.

He is preceded in death by his daughter Kay Melvin, and survived by his wife Edson; son Bernard Allen ("BA") and his wife Amy; son Bernard Ray ("BR"); daughters Karen Thompson, Debbie Hominick and her husband John; and his sister Maxine Bendure of Choteau, Oklahoma. He is also survived by nine grandchildren and five great-grandchildren, who carry forward his legacy of love, family, and perseverance.

A celebration of his life will be held on Sunday, October 26, 2025, at Leon Springs Baptist Church, 24133 Boerne Stage Rd, San Antonio, TX 78255.

Viewing: 1:00–2:00 p.m.

Service: 2:00 p.m.

Reception to follow graveside service.

In lieu of flowers and gifts, the Anderson family has asked that friends and family consider making a donation to the Leukemia and Lymphoma Society on behalf of Bernie. All donations to this page will be added to the 2025 USA BMX Race for Life total, and presented to an LLS representative at the Friday night Pro Spectacular at this years USA BMX Grand Nationals.

Each donation includes the option to send a personalized e-card and share a message of love or remembrance: <https://giving.classy.org/campaign/735413/donate>

Cemetery Details

Mission Burial Park North

20900 IH 10 West
San Antonio, TX 78257

Events

Details are pending.

Tribute Wall

CS

“ I grew up around Bernie, many days were spent at the magazine office. He was surrounded by countless friends...Jack Mathis, Ray Golden, Jimmy Pittman, Chris Wheeler, Fred Smith(my dad). I watched the weekly Canasta games with my parents and shared weekly visits to the lake with he and his family. I enjoyed playing golf occasionally with Bernie and I enjoyed helping him coach a little league team.

I remember Bernie as being a very family oriented man, he has always been supportive and involved with his children. As I've grown older, this became more apparent to me as I was amazed at how he had virtually meshed two families together that truly act as brothers and sisters. Great fathering... Bernie.

I enjoyed seeing you and the growing family at each of your annual birthday celebrations. Thank you for all you've done. You will be missed. Rest in peace.

Chris Smith

Chris Smith - October 26, 2025 at 09:36 AM