

Interbike Press Release



Pedro's Gives Bikes Belong Leverage for Interbike

FOR IMMEDIATE RELEASE

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LAS VEGAS (Sept. 26, 2006) – In an effort to showcase the political leverage developed by Bikes Belong, Pedro's USA has donated a specially designed blue tire lever to the industry's leading advocacy group.

The tire levers will be available at the Bikes Belong booth throughout the three-day trade show.

“In business we have to spend a lot of time working to getting a bigger piece of the pie. But when we support Bikes Belong, we're helping to grow the entire pie. We don't view this as charity but as an investment,” said Christopher Zigmont, general manager of Pedro's. “We encourage others to view it in the same light.”

“We were happy to work with Pedro's on this project,” said Tim Blumenthal, executive director of Bikes Belong. “Once we developed the ‘leverage’ idea, they were eager to help.”

Pedro's USA is working with Bikes Belong to develop a long term campaign with the blue tire levers to raise both awareness and funds for the group.

“The tire lever is a great metaphor for what Bikes Belong does. What seems like an impossible task becomes very simple when you apply leverage. When you support Bikes Belong, your money is like a tire lever that activates literally millions of dollars in state and federal funds to improve conditions for our customers,” said Richard Fries, marketing and communications manager of Pedro's.

About Pedro's: Pedro's is a worldwide leader in bicycle maintenance products and accessories. Pedro's offers a complete line of lubricants, degreaser, polishes, bags and tools. The company is based in Wilmington, Mass., and distributes to 34 countries throughout the world. Since 1989, Pedro's technically advanced products have helped champions reach podiums in World Cup Mountain Bike Championships, the Tour de France, the NORBA National Championship Series, US Pro Championships, the X Games, the Giro de Italia plus countless other tours, races and grass roots events everywhere. Pedro's is a division of Swix Sport USA. For more information visit www.pedros.com.

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