

QBP



ACE
ADVOCACY • COMMUNITY SERVICE • ENVIRONMENT

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MEDIA RELEASE

ACE Teams Up with Local Organizations to Provide Families with Bikes

This holiday season, four disadvantaged families will receive bikes because of the efforts of several Minneapolis-area organizations. The ACE committee, Quality Bicycle Products' (QBP) charitable arm, coordinated the joint effort.

“Bikes have a transformative power,” said ACE coordinator Lisa Anderson. “For these families, bicycles increase their earning potential by allowing them to travel greater distances in shorter periods of time. Bikes allow them to spend more quality time together, get exercise and stay healthy. The hope is that this combination of positives will keep them off the street.”

The families applied for the program through Full Cycle, the free bike program component of Pillsbury United Communities, a Minneapolis non-profit focused on helping those in need find housing and work. The families will receive their bicycles shortly after the new year.

“We’re really proud that our employees stepped up,” said Anderson. “We collected more than \$6,500 through bake sales and an art sale, in addition to outright donations.” The donations allowed ACE to purchase fourteen bikes and two child trailers, along with helmets, locks, bells and lights. Erik’s Bike Shop, a local retailer and long-time QBP customer, provided ACE with the equipment at a reduced rate.

About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. QBP offers domestic and international retailers a wide array of products and services including a 1,700-page catalog, a robust online ordering system, a renowned custom wheel service, a specialty bike-building program and more. QBP continues to be a vigorous advocate for the cycling industry. For more information, please contact Jo Wright, director of marketing at 952-941-9391, or visit: www.qbp.com.

About ACE

QBP has made a commitment to make the world a better place by devoting 6% of its after-tax profits to advocacy, community service and environmental stewardship—in a word, ACE. ACE advocates for the industry and creates safe places for people to ride, helps our community through volunteering and providing resources for local non-profits, and works to improve the health of our planet through environmentally sustainable practices as a company and as individuals. No matter their size or scale, all ACE initiatives are guided by their mission to improve the quality of life for their communities, country and world. To learn more about QBP's ACE committee, please email ace@qbp.com or call Lisa Anderson at 951-941-9799.

About Full Cycle

Full Cycle is a free bike program that reaches out to homeless and street-dependent youth ages 23 and under, giving them an opportunity to build and maintain their own free bike. Full Cycle provides time and space for homeless youth to take a break from the stress of street life and gives them an opportunity to learn, create and have fun.

About Pillsbury United Communities

Pillsbury United Communities is a unique nonprofit organization in Minneapolis. With twelve locations, including six neighborhood centers, two supportive housing projects, a professional live theatre, and an employment and training center, Pillsbury United Communities is positioned to address the complicated issues and concerns faced by the 35,000 people who walk through our doors each year. Learn more at www.puc-mn.org.

About Erik's Bike Shop

Erik's Bike Shop is a leading bike and snowboard retailer with 15 locations in Minnesota: Bloomington, Burnsville, Coon Rapids, Dinkytown, Eden Prairie, Maple Grove, Oakdale, Roseville, Rochester, St. Cloud, St. Louis Park, Vadnais Heights, Woodbury and 2 locations in Madison, WI. For information on Erik's Bike Shop products and events, go to eriksbikeshop.com.