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QBP Announces 5000Bikes Campaign

Charitable Project to Help World Bicycle Relief Provide Transportation for Zambian Health Care Workers

BLOOMINGTON, MN – Aug 22, 2007 – QBP announces the launch of 5000Bikes, its campaign to donate 5,000 bicycles to World Bicycle Relief (WBR), a non-profit organization that provides bikes to aid workers in communities stricken by disaster or poverty. The charitable drive supports WBR's Project Zambia, an initiative to supply 26,000 bicycles to healthcare trainers and caregivers in Zambia, an impoverished nation ravaged by AIDs and other diseases. The 5000Bikes campaign will officially conclude during Frostbike, the open house forum hosted by QBP in February 2008.

Through the 5000Bikes campaign, vendors, retailers, and QBP employees will work together to donate enough revenue to purchase 5000 bicycles for Project Zambia. These super sturdy bicycles are well suited for the rugged conditions in Africa. And because they will be assembled on-site, they meet a secondary goal of teaching maintenance and repair techniques to more than 400 mechanics.

“A bicycle can be the gift that keeps giving by providing increased mobility to caregivers in Zambia,” said Jason Grantz, coordinator of the QBP 5000Bikes campaign. “For as little as \$109, members of the bicycle industry who are QBP's vendors, retailers and employees can provide greatly increased mobility to a caregiver or disease prevention educator in Zambia.”

HIV/AIDs has taken a profound toll on Zambia. The average life expectancy is less than 40 years and more than half the population is under age 16. Roughly 20 percent of the nation's children have lost one or both parents to disease. And for the more than 30,000 babies born each year with AIDs, life is brief and tortured. Despite the grim statistics, many of the diseases plaguing Zambians are treatable and preventable. When caregivers are able to reach the afflicted and properly administer drugs and healthcare procedures, the outcome improves exponentially.

With bicycles provided by the 5000Bikes Campaign, caregivers in Zambia will be able to travel four times the distance of walking, and their ability to carry materials is increased by a factor of five. The price of \$109 per bicycle includes spare parts and distribution.

For more information about Project Zambia, visit www.worldbicyclerelief.org. Donations to the 5000Bikes campaign can be made at www.5000bikes.com.

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 1,500-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.