



We Provide the Ride

Media Information 24 September 2008 QBP

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MEDIA RELEASE

QBP Recognized as a Bicycle Friendly Business

League of American Bicyclists' Review Committee Grants QBP Gold

QBP was one of thirteen businesses honored with the League of American Bicyclists' new Bicycle Friendly Business designation at Interbike in Las Vegas. Of those thirteen, QBP was one of four awarded the League's Gold-level designation. Currently, no company has been awarded the League's Platinum status.

"We have bicycle parking indoors and out, locker rooms and showers for riders, an in-house credit incentives program" said QBP special projects coordinator Doug Shidell. "If that weren't enough to get our employees riding, we also offer competition through our Commuter Bicycle League and independent goal setting in our Commit to Commute program. All of that contributed to this recognition."

The League also provides the businesses it recognizes with suggestions to improve their commuting programs. "Some of their feedback speaks to initiatives we already have on the way, like increasing the number of bike parking spots and improving our locker room facilities," said Shidell, "Next year, I think we'll achieve Platinum status."

The League's Bicycle Friendly Business Program assists companies in developing bicycle commuting programs and incentives, and recognizes companies that already promote bicycling. Companies or organizations of any size are welcome to apply for a Bicycle Friendly Business designation, application materials can be found on the League of American Bicyclists website, www.bikeleague.org.

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.



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About The League of American Bicyclists

The League's mission is to promote bicycling for fun, fitness and transportation and work through advocacy and education for a bicycle-friendly America. Founded in 1880 as the League of American Wheelmen to face the challenges of poor road conditions and antagonism from horses, wagons and pedestrians, the League has since grown to a membership of 300,000 affiliated cyclists, including 40,000 individuals and 600 organizations. Learn more about the League's history and mission at www.bikeleague.org.