



We Provide the Ride

Media Information 20 September 2007 QBP

6400 West 105th Street
Bloomington, MN 55438

www.qbp.com

Contact: Jo Wright

jwright@qbp.com

1-800-346-0004, Ext. 1250

MEDIA RELEASE

Paving the Trails with Greenbacks

QBP Dirt Dollars Program Will Donate Cash to IMBA for Every Mountain Bike Sold
Because the future of mountain biking depends on the construction of widely available trails across America, QBP has created the Dirt Dollars program, an initiative to support the International Mountain Biking Association (IMBA) by donating \$10.00 to for every BMC, Salsa and Surly mountain bike it sells. For each mountain bike frame sold, the company will contribute \$5.00. Following the example of the One World, Two Wheels campaign launched last month by Trek President and CEO John Burke, QBP is ramping up its already exceptional commitment to IMBA.

“This is great way to support IMBA. I applaud Trek for coming up with this program,” said Steve Flagg, president of QBP. “IMBA is a superb organization that is extremely effective in getting the hard work of trail building done. Their efforts get more people riding and that’s good for the industry as well. It’s just win-win all the way around.”

Flagg is hopeful that the initiatives by QBP and Trek will inspire additional industry support for IMBA.

“I want our efforts to serve as an example for other bike companies and hope others will match this initiative. If everybody plays, the funds we raise can build a lot of sweet mountain bike trails,” he said.

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.

About IMBA

The International Mountain Bicycling Association is a non-profit association whose mission is to create, enhance and preserve great trail experiences for mountain bikers worldwide. Learn more by visiting www.imba.com.