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## MEDIA RELEASE

### **QBP Receives Bicycle Friendly Business Award at Interbike *League of American Bicyclists Upgrades Designation from Gold to Platinum***

For the second straight year, the League of American Bicyclists (LAB) recognized QBP as a Bicycle Friendly Business. For 2009, the company's status increased to Platinum-level, joining Austin's Bicycle Sport Shop, the Bike Gallery of Portland and New Belgium Brewing Company as the only businesses to receive that designation. Andy Clarke, president of the LAB, presented the award to QBP President Steve Flagg during Interbike's Industry Leadership Breakfast at the Sands hotel in Las Vegas Thursday morning.

"We're delighted to highlight QBP and the ways in which they are getting more people on bikes," stated Clarke. "In today's challenging economic climate, businesses with healthy, happy and productive employees are going to be the most competitive and the most sustainable—the Bicycle Friendly Business program recognizes some of the best examples of this in practice."

According to QBP's special projects coordinator Doug Shidell, QBP's Gold last year was strong, nearly Platinum. "We were happy to be recognized as a Gold-level business," said Shidell, "but knowing that we were so close to Platinum gave us extra motivation to make improvements for this year." Those improvements featured a bike sharing program for employees and increased community support, including helping to launch the Bicycle Alliance of Minnesota.

The LAB'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 LAB website, [www.bikeleague.org](http://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 1,700-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](http://www.qbp.com).

#### **About The League of American Bicyclists**

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit [www.bikeleague.org](http://www.bikeleague.org).