



Bicycle is Our Middle Name

**Media Information  
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**QBP**

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## QBP Recognizes People Working To Advance Women's Cycling

Quality Bicycle Products has awarded its first annual Londonderry Award to Lisa Kanno, owner of The Unlikely Cyclist in Costa Mesa, CA. The Londonderry Award recognizes bicycle industry professionals who work to encourage, promote, and develop women and women's cycling in their communities in ways that benefit and enrich their business. Kanno's shop is solely dedicated to getting more women riding bikes. Although her store has only been open a year, her efforts have proved fruitful, drawing women into cycling and encouraging other businesses with her dedication and success in reaching women in meaningful, mutually beneficial ways.

QBP's Director of National Accounts, Todd Cravens, nominated Kanno for the award. "By doing group rides, local events, and in-store clinics on tech, nutrition, training, and cycling safety, Lisa has created an environment that welcomes and celebrates women regardless of where they are on their cycling journey," said Cravens. "Her store is curated in an inviting and interesting way that keeps customers coming back. A key to her success is her accepting and non-judgmental approach. For Lisa, all women are potential cyclists.

Kanno's outgoing and positive energy invokes the spirit of Londonderry herself, making her an obvious choice as the first recipient of the award. Her compelling story as a two-time cancer survivor has allowed her to truly understand how cycling can change someone's life.

"For me cycling started as therapy. It was a release from the daily stress brought on by a corporate job, but there was nowhere in my area that catered to female cyclists," says Kanno. "I had always had the idea to open a shop and provide women a comfortable place to not only shop, but also learn how to ride. We challenge women to set goals for themselves and work as hard as they can to meet them."

Kanno received the Londonderry award at a ceremony during Frostbike, QBP's annual open house and tradeshow. The award is named for Annie "Londonderry" Cohen Kopchovsky, the first woman to bicycle around the world.



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*About QBP*

QBP is committed to the idea that bicycles make life better. Bicycles are an effective, fun solution to many challenges facing people every day by reducing pollution and traffic congestion, and contributing to personal health and strong communities. We are committed to getting more butts on bikes in everything we do, and to this end we strive to lead and serve a network of vendors and local specialty retailers nationwide and beyond. For more information, please contact Jason Gaikowski, director of brands and marketing at 952-941-9391, ext. 1533 or visit: [www.qbp.com](http://www.qbp.com).

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