



*Project Bike Tech works to enhance lives,
create opportunities and build sustainable
communities through bicycle education.*

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Project Bike Tech is Launching a One-of-a-Kind Bicycle Industry Career Video Library

Dillon CO, Sept 15, 2017 - Project Bike Tech's Program, Bike Tech in School is a gate way for students to learn and be made aware of the vast opportunities that lie in the Bicycle industry.

GOAL

The ultimate goal is to “inspire new generations to be passionate about bikes.” These videos will serve as a tool to inform students, parents, teachers and administrators on career opportunities available in bicycle shops, and in the bike and outdoor industries by sharing real life stories. Industry leaders will expand on their role in their organization and their journey into the industry. We want to show the youth of today how they can work their way up the ladder to positions of leadership in the bicycling industry. They will also be used as marketing tools to showcase how the bicycle-outdoor industry as an amazing industry to be a part of. These will be shown to a mired of audiences including community members, politicians, corporations and businesses. The series will be broken out into two parts, each depicting different aspects of our working communities.

Part I: A Day in the Life

These videos will follow individuals who have built a successful career in the bike industry. These typical workday videos will be approximately 3 minutes long and aim to capture the true experience of what it looks like to have a successful career in the bike industry. The stories will consist of a narrative-style format featuring interviews with bike reps, retailers, mechanics, etc., interlaced with beautiful footage of bike shops, the subjects in action, the retail environments, and shots to capture the energy of the bike industry. Using a bike rep role as an example, we would start with a ride along with a bike rep in a car, the rep discussing products with retailers, the rep helping the retailer merchandise the product better, and beautiful shots of the bike shop(s) visited. Also included will be some history on the company as applicable. Using a Mechanic as an example, following him and representing the job as a career that many pursue be it in a store or on the race circuit.

Part II: Career Interviews

This set of videos will feature an individual who has made a life-long career following their passion surrounding bikes. Topics discussed in the interview will cover their various job titles, specific experiences, why they love their work and the bike industry as a whole, and recommendations for students. These videos will be 1.5 - 2 minutes long and aim to inspire individuals to follow their bike passion, while also showcasing the multiple career paths students can follow to have a successful career in the bike-outdoor industry. These videos will be narrative style featuring the interview footage of the subjects interlaced with the subjects at work, interacting with clients/customers/employees, riding bikes, in the office and in the community