



# PROJECT BIKE TECH

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## **Project Bike Trip Names Mercedes Ross as National Director Innovative California-based school bike tech program to expand nationwide**

(Santa Cruz, CA, Jan 22, 2016) — Project Bike Trip (PBT) has partnered with Bicycle Industry Veteran Mercedes Ross to lead and expand the California program nationwide. PBT's "Bike Tech" is a high school-based career-tech program that teaches students the technical and mechanical fundamentals of bicycle assembly and repair, providing them with the skills and enthusiasm to adopt a bicycling lifestyle and perhaps gain employment in the cycling industry.

"The program has been running successfully since 2006 in California, and now we're looking to Mercedes to bring her industry knowledge and enthusiasm to grow the program across the country," said Berri Michel, founder of PBT.

The Bike Tech class, developed by Project Bike Trip in partnership with the Santa Cruz Regional Occupational Program, introduces high school students to career pathways within the bicycle industry, trains them as entry-level bicycle mechanics, and provides overarching career development education, while simultaneously using the bicycle as a platform to teach common CORE and STEM curriculum. Students who successfully complete the class receive a certificate, sponsored and endorsed by members of the bicycle industry.

"I can't think of a better way to encourage young minds than to give them the opportunity to learn about our industry, and provide them with a possible future" said Mercedes Ross.

Mercedes, fresh from Interbike's IBD Summit in Tempe, confirmed the sentiments of many industry leaders. "I've been visiting bicycle retailers for many years and the one thing they are always looking for is excited new minds to join their teams," said Mercedes. "Having a vehicle for a bicycle retailer to re-invest in their community and be a sponsor shop for one of these high school programs benefits both the retailer and the students."

"My goal is for every bicycle retailer and vendor to have a "Member of Project Bike Trip" sticker in their windows," said Mercedes. And as the industry knows, when Mercedes sets her mind to something, it tends to become a reality.

Mercedes is founder of Merchandising Werx LLC, a consulting firm for the bicycle, ski, outdoor, running and motorcycle industries. She's been a pioneer and innovator in improving merchandising within these industries since 1990. Mercedes will continue work with industry leaders such as Giant and BRAIN on projects transforming retail environments across the country.