



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

09-13-16

**For Immediate Release**

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### **Project Bike Tech is acknowledged and gains support from the NBDA**

The Bike Tech in school program works best when a local retail base shepherd's the program in their local high schools

(Santa Cruz, CA, Sept 13, 2016 ) --- The NBDA has not only acknowledged the benefits of the Bike Tech in School Program, but supports its efforts to promote industry wide involvement. Encouraging its retailer base to bring the program to their local community high school programs countrywide with this statement:

"The NBDA proudly supports Project Bike Tech's program, Bike Tech in School and its mission in teaching bike tech at the high school level for vocation in the cycling industry.

The NBDA supports Bike Tech in School in its efforts to establish a local qualified work force with entry-level skills, skills that go beyond mechanics. Skills like teamwork, problem solving, and face-to-face communication. Skills in an inspired workforce from which the entire industry can benefit

The program also encourages growth and involvement in the bicycle community by allowing bicycle retailers to sponsor and shepherd the program at their local high schools. The NBDA encourages its members and professional bicycle service providers to stand behind this valuable PBT program in their communities.

Project Bike Tech asks all bicycle dealers interested in supporting a Bike Tech in School program to contact us and learn about the possibilities. It's through bringing retailers, service professionals, and inspired youth together that our industry benefits, as well as the communities that the Independent Bicycle Retailers serve.

-Todd Grant , Director NBDA

" It is vital to have the retail base across the country embrace this wonderful program by shepherding a Bike Tech in School class in their community's " Said Berri Michel founder of the program and co-owner of The Bike Trip, a bike retail store in Santa Cruz.

"We are looking forward to collaborating with the NBDA, and its new purchase of Barnetts, in its efforts to expand education across the country". Said Mercedes Ross, National Director PBT.