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FOR IMMEDIATE RELEASE

Brewery Broadens Social Bike Program

Prescott, Arizona – January 5, 2010 – The New Belgium Brewing Company has invested in an international social bike program to ensure it serves the Southwest of the United States. The Social Bike Business program creates jobs through locally manufactured transportation bicycles for disadvantaged people. Led by One Street, a global bicycle advocacy organization, the program is underway in Prague, Budapest and Los Angeles.

“We are honored to partner with the New Belgium Brewing Company to expand our Social Bike Business program into the Southwest,” said Sue Knaup, Executive Director of One Street. “Their understanding of the enormous impact bicycles can make towards climate improvement and affordable transportation choices, sets them apart.”

The New Belgium Brewing Company prides itself on its sustainable operations through use of wind power, building with green materials, reuse of resources and recycling. Their parking lot is designed for bicycles. And their grant making program is one of only a few outside of the bike industry that specifically favors programs for increasing bicycling.

One Street’s Social Bike Business program tackles poverty by providing affordable, quality transportation bicycles through locally-run bicycle community centers and bike shops that serve disadvantaged neighborhoods. One Street has developed the replicable program elements and helps local leaders raise the funds needed to open their bicycle community center. At their center, locals can take part in certification job training courses that also pertain to other business careers including business management, customer service and bicycle manufacture.

This program offers a fresh look at solving the serious lack of access to bike shops and affordable, sturdy transportation bicycles for the majority of the world’s population. It offers a more efficient, global solution that keeps bikes close to where they are made as it lifts people from poverty forever. Through running their own bike business, or simply buying their own bike, people can save on transportation costs, increase their quality of life and create additional business opportunities.

For more about the New Belgium Brewing Company visit: <http://www.newbelgium.com/>

For more about One Street and their Social Bike Business program visit:
<http://www.onestreet.org/>

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