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FOR IMMEDIATE RELEASE

### **One Street Launches Components Arm**

Prescott, Arizona – August 2, 2011 – Responding to the rapid extinction of basic bicycle parts, [One Street](#), an international bicycle advocacy nonprofit, has launched One Street Components. This new components arm of the organization has become necessary as One Street’s [Social Bike Business program](#) provides durable transportation bikes to impoverished people in communities around the world. Each local program starts by refurbishing used bikes as they move toward manufacturing their own steel frames, forks and racks. This local manufacturing will be necessary as the bike industry no longer produces quality, affordable transportation bikes. But an alarming pattern has been hindering even the refurbishing stage.

“When we launched our Social Bike Business program back in 2007 we knew we’d eventually be helping our local partners manufacture their own frames, forks and racks,” said Sue Knaup, One Street’s executive director. “But we never dreamed the bike industry would actually stop producing the basic parts necessary to build a quality, affordable transportation bike.”

One Street has partnered with the [Ecosa Institute](#) in Prescott, Arizona to design their first, top priority component—durable, repairable, recyclable and affordable shift lever sets. Such basic shift lever sets are no longer available in the U.S. and are vanishing in countries around the world. Ecosa Institute’s design students, some at the Masters level, will tackle the project this fall. Just a few of the criteria they will follow include using very few parts and ensuring that most parts can be replaced with common items. For instance, the top cap could be replaced with a bottle cap or the original aluminum lever could be replaced with carved bone or hardwood.

In order to fund this new components program, One Street has developed a capital campaign that includes sponsorship benefits and donor recognition. Sponsors and donors interested in assisting with this innovative effort to design and produce bike parts for the needs of impoverished people can find details and a sponsorship form on the [One Street Components](#) page on the One Street website under Services & Programs.

One Street serves leaders of organizations in communities around the world who are working to increase bicycling. Through on-call support, resources development and in-person workshops, One Street coaches these leaders in organization development and campaign planning to ensure their efforts for bicycling cause significant change. Learn more at [www.onestreet.org](http://www.onestreet.org) .

The Ecosa Institute advocates a radical departure from the traditional approach to teaching design. Instead, they work to restore health to the natural environment, and thus the human environment, through education in design. Learn more at [www.ecosainstitute.org](http://www.ecosainstitute.org) .

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