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FOR IMMEDIATE RELEASE

### **Social Bike Business Heading to Uganda**

Prescott, Arizona – October 5, 2010 – A small grant has enabled a trip to Uganda and the long-awaited meeting of leaders of two nonprofit bicycle organizations. Since December 2009, Sue Knaup, Executive Director of [One Street](#), a U.S.-based international bicycle advocacy organization, and Denis Rubalema, Director of [Ride 4 a Woman](#) (R4W) in Uganda, have been communicating through email and Skype. Mr. Rubalema first contacted Ms. Knaup to tap into One Street’s organization management coaching services. But both soon realized that One Street’s [Social Bike Business program](#) also offered important services for R4W.

With just a few bikes, one wrench and an air pump, R4W’s bicycle rental program in Bwindi National Park is supporting the building of a community center for the women of the area. They are in great need of bicycle repair training, tools and workshop design guidance. And because the center will offer job training, R4W can tap into One Street’s Social Bike Business job training curriculum so the women can open their own bicycle businesses. One Street will also learn from R4W’s inspiring model to guide other local Social Bike Business programs around the world.

However, email and Skype can only go so far for such guidance and collaboration. That’s where [Cyclists for Cultural Exchange](#) has come to the rescue. Their \$2,500 grant to One Street will pay for Ms. Knaup’s travel costs to Uganda as well as some much needed bicycle-specific tools for the new bicycle repair training and workshop area at the center.

“R4W looks forward to hosting Sue Knaup to share, exchange and learn new ideas especially with regard to our biking program,” Mr. Rubalema said. “Sue’s expertise is more than needed at R4W and we intend to make the most of it when she comes to Uganda. This is a visit that R4W believes is the start of a long lasting relationship and one that will impact on the women members of R4W.”

During Ms. Knaup’s two week visit in January 2011, Mr. Rubalema will arrange meetings with local partners including the nonprofit [Prisoners Support Organization](#) in Kampala that has offered to supply R4W with more bicycles. Also on the schedule is a full-day bicycle repair workshop at R4W provided by the national bicycle advocacy organization [FABIO](#). This trip is helping R4W develop its network between these and other local experts who can help their Social Bike Business program succeed.

But this small grant will only pay for the bare minimum. [Donations](#) can be made through One Street so that Ms. Knaup can bring more tools and provide more resources to R4W. By noting “Uganda trip” on the donation form, all funds will go towards maximizing the benefits of the trip.

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