FOR IMMEDIATE RELEASE

Defying Poverty with Bicycles for U.S. and Europe, Too

Prescott, Arizona – April 2, 2013 – The release of the new book Defying Poverty with Bicycles caused lots of buzz, but also many misconceptions. It centers on a social business model that guides readers through simple steps for providing appropriate bicycles to disadvantaged people in their communities, no matter where they live in the world. It also outlines proven methods for helping people launch new careers through bicycles whether as mechanics, bike shop owners or creating machines powered by bike.

Yet many readers of the announcement took offense. Some believed the book promotes volunteer-led bicycle programs while others were sure it disparages them. The book is not about volunteer-led programs, but neither does it disparage them. Instead it offers a totally different model. Still others, including reporters who wrote articles about the launch, set the book out as only representing Africa as if Africa is the only place where poverty exists.

“At first I was really excited to see all the buzz about the book,” said Sue Knaup, the author. “I thought people were connecting with this new type of program and welcoming it. But then I realized that most of the response was either offended or misguided.”

In fact, the book lays out a whole new model for self-sustaining bicycle programs in the social enterprise realm. Social enterprise takes the for-profit business model and shifts it into a form that benefits society by creating products for and engaging the people it serves. One Street has developed their Social Bike Business program model over the past five years. Defying Poverty with Bicycles captures all the experience discovered through these efforts, including programs in the U.S. and Europe as well as in Asia and Africa.

The book starts with social business concepts ensuring that readers set a strong foundation for their own bicycle program. Steps for planning and fundraising for initial capital are presented early. Midway through the 206 page book, readers delve into the details of business management, including paying staff and selling at retail, in easy-to-digest sections that will help any program leader gain the confidence they need to succeed. In the final chapters, readers learn methods of expanding their program into satellite bike shops, manufacturing their own bicycles and developing creative income generators such as bicycle machines.

Recently published through One Street Press, Defying Poverty with Bicycles is now available for purchase through online booksellers worldwide as well as at a 20% discount if purchased directly through One Street Press: http://www.onestreet.org/bicycle-programs/70-one-street-press .

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