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**Simplified Bike Shift Lever Debuts on Kickstarter**

Prescott, Arizona – September 30, 2013 – A new shift lever designed for people who rely on their bicycle has stepped into the spotlight on Kickstarter.com, the popular crowdfunding site. One Street Components tackled the design project after receiving many complaints from around the world. Organizations that provide bicycles to people who need them for transportation and carrying loads can no longer find affordable, durable and repairable shift levers. These organizations are setting aside multitudes of donated bikes because they cannot repair the shifters.

“People who rely on their bicycle can only choose from ridiculously complex, expensive shift levers or ones made from plastic and pot metal,” said Sue Knaup, One Street’s executive director. “Both types break within a few months of daily use and cannot be repaired. That’s why these new shift levers are so important for keeping people pedaling.”

Four of the shifter’s six parts can be found in just about anybody’s junk drawer—a bolt, a nut, a hose clamp and a bottle cap. The other two parts can be cast from scrap aluminum using household charcoal and a flower pot. The shift lever works on both the left and right sides and is compatible with all gear ranges, front and rear. It even supports the weight of the bike when turned upside down for repair.

While the shift lever is fully designed and ready for production, funding is needed for the casting molds and production expenses. The Kickstarter campaign will last only through the end of October. If the funding goal is not reached, none of the funding pledges will go to the project. Kickstarter operates on this all-or-nothing rule for all of the projects presented there.

To learn more, go to [www.kickstarter.com](http://www.kickstarter.com) and search “Bike Shift Lever.” You can also reach the campaign directly with this link: [http://www.kickstarter.com/projects/604592896/bike-shift-lever-for-anybody-by-anybody](http://www.kickstarter.com/projects/604592896/bike-shift-lever-for-anybody-by-anybody).

One Street is an international bicycle advocacy organization that serves leaders of organizations working to increase bicycling. Their Social Bike Business program offers proven program models for organizations that provide bicycles and careers to people who need them the most.

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