

interbike®

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Interbike Awards To Feature Two Fundraising Efforts for World Bicycle Relief

- Custom SRAM Centerpieces and Canvases by Nutcase Unframed Artists -

SAN JUAN CAPISTRANO, Calif. – September 8, 2015 – Interbike, the largest bicycle industry trade show in North America, today announced two fundraising initiatives designed to raise funds for World Bicycle Relief. In addition to the \$10 donation from each ticket sold to the IB Awards Gala, 80 unique centerpieces hand-built by sculptor and artist Mark Castator will be auctioned off, and several custom canvases painted by the Nutcase Unframed artists will be auctioned off as well.



WORLD BICYCLE RELIEF™

The one of a kind centerpieces, which will be placed at each of the 80 tables of the Interbike Awards Gala, will be constructed entirely out of bike parts donated by SRAM. Castator, a veteran 27-year artist and sculptor, has worked on several projects for SRAM and World Bicycle Relief over the past four years.

He is designing them to have an influence of Ikebana, the Japanese art of flower arrangement. According to Castator, the centerpieces will have a small footprint, but a big impact for those interested in purchasing them.

After having collaborated with Nutcase on new helmet designs that will be introduced at this year's Interbike, Nutcase Unframed artists Jobert Cruz (Philippines), Carla Bartow (USA) and Tiago DeJerk (Brazil) will be creating original pieces of artwork live on the show floor during all show days. The unique canvases the artists create will then be on display and available for sale during the IB Awards. Both the centerpieces and the canvases will be sold via a silent auction during the IB Awards, with all proceeds raised going directly to World Bicycle Relief.

"The IB Awards night has developed into a magical evening – not only for WBR from the support of the cycling community, but for the attendees, nominees and winners," said David Zimmeroff, VP of Marketing at SRAM. "We need the support of the industry to help transform lives through the power of bicycles. And with the help of SRAM, Nutcase, Interbike and you, we can make a difference."

Set to take place at 6:30pm on Thursday, September 17th 2015 at the Mandalay Bay Convention Center in Las Vegas, NV, the Interbike Awards will honor achievements from the 2015 product year as well as the 2014 and 2015 race season.

For Interbike attendees, tickets for the Gala can be purchased during the Interbike registration process. Special advanced ticket pricing for the event is \$100 per person, and includes the evening reception, beer and wine, a sit-down dinner along with the awards show entertainment. The 2014 IB Awards sold-out in advance of the event - but should tickets still be available on-site, prices will be \$125 at the door. Those interested in attending are encouraged to secure their tickets early.

For Interbike exhibitors, single tickets and number of private tables are available and can be purchased directly through Interbike. Contact Sarah Timleck, Marketing Director at 949-226-5799 or sarah.timleck@emeraldexpo.com for more information.

A limited number of sponsorship opportunities are available and can be purchased directly through Interbike. Contact Andria Klinger, Sales Director at 949-226-5745 or andria.klinger@emeraldexpo.com for more information.

Interbike returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 14-15, 2015, followed by the Interbike Expo September 16-18, 2015.

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About Interbike

Interbike is the largest bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. Established in 1982, the show gathers more than 1,200 cycling-related brands, over 25,000 total attendees annually and is considered one of the most important global trade events for the bicycle industry.

Interbike is one of 90 premier trade events owned and operated by Emerald Expositions, a leading producer of large business-to-business tradeshow. Emerald Expositions, based in San Juan Capistrano, CA produces shows and conference events globally that connect more than 525,000 buyers and sellers across nine diversified end-markets. Markets covered include general merchandise, sports, hospitality and retail design, jewelry, photography, decorated apparel, building, healthcare and military.

More information about Interbike can be found at www.interbike.com

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About World Bicycle Relief

World Bicycle Relief mobilizes people through The Power of Bicycles®. We accomplish our mission by providing simple, sustainable bicycle transportation to people in rural and emerging regions of the world with the vision to eliminate distance as a barrier to education, healthcare and economic opportunity.

Reliable transportation is an essential tool for people who race the sun each day to meet basic needs. With a bicycle, individuals can arrive safely at school, access medical care and transport goods to market in less time.

Learn more at www.worldbicyclerelief.org