

## **Shimano Cycling Concept Award 2005**

For the fifth consecutive year, Shimano Europe is organising the "Shimano Cycling Concept Award" (SCCA), a pan-European search for the most innovative ideas to stimulate bicycle usage. Experience shows that there are a lot of good ideas among bicycle enthusiasts that just need an extra financial impulse to become reality. Shimano supports these creative minds by organizing this yearly contest.

As from today, entries are being welcomed for the Shimano Cycling Concept Award 2005. The winning entry will be rewarded with a project-supporting 12.500 Euros!

Any ideas or projects that would increase bicycling usage - of all types, from cycle commuting, over road racing to hard core mountain biking – can be submitted. The only condition is that the winning project should be carried out within one year after the award ceremony. The winner will be supported financially by Shimano in establishing the project with a maximum of 12.500 Euros.

Ideas need to be submitted - in English - by December 31<sup>st</sup>, 2004 to the following address:

Shimano Europe B.V.  
Harald Troost  
Industrieweg 24  
8071 CT Nunspeet  
The Netherlands

The idea can be described in text, drawings, photographs or any other medium. The best entries from previous years have been those that set out action plans with a clear time line, show how and when the money will be spent, list the total budget and include a summary of no more than 500 words.

As in previous years, the jury will consist of three journalists: Jack Oortwijn (Bike Europe, [www.bike-eu.com](http://www.bike-eu.com)), Carlton Reid (Bicycle Business, [www.bikebiz.com](http://www.bikebiz.com)) and Michael Bollschweiler (Radmarkt, [www.radmarkt.de](http://www.radmarkt.de)) as well as Frank Peiffer of Shimano Europe. The winning idea will be decided by the beginning of February 2005.

### **This years' winners**

The SCCA 2004 was special in that sense that it had two winners who both received an award of 7.500 Euros. The first winner was the Institut für Verkehrspädagogik (Institute for Transport Education) in Graz, Austria. The money from the SCCA helped them to carry out a bicycle training program for children in a real traffic environment. The prize money allowed them to offer cycle training at 20 additional schools (approximately 600 children who function as "multipliers" for their parents and teachers).

The second winner was the Rowley Regis and Tipton primary trust from West Bromwich, United Kingdom. They used the SCCA prize to recruit and train 15 cycling instructors, according to the UK national standards. They have also been fully equipped with tools, branded tabards and first aid kits. These trainers are giving one-to-one bicycle training for adults, for example to patients referred by their doctor for physical activity. The trainers have also started to deliver training at local secondary schools (to pupils aged 11-13).

For more information, please contact:

Harald Troost  
PR Officer Shimano Europe BV  
(Tel. : +31 -341-272259 / [htr@shimano-eu.com](mailto:htr@shimano-eu.com))