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North American Handmade Bicycle Show, Indianapolis, Feb.27 - Mar.1, 2009

## Thunderhead Alliance & IBC to Host Training at NAHBS

Speedway, Indiana--Cycling advocates will find something in addition to beautiful bicycles in Indianapolis during the **North American Handmade Bicycle Show (NAHBS)**, Feb 27 - Mar 1, 2009, when the **Indiana Bicycle Coalition** hosts a **Winning Campaigns Training** by the **Thunderhead Alliance For Bicycling and Walking**--the most prominent group for bicycling advocacy training in North America.

This addition to NAHBS activities reflects a commitment by the show to promote and develop cycling opportunities for everybody, focusing not only on the high-end handmade sector.

Show founder and director, **Don Walker**, said, "The **NAHBS** has always been about growing the market. And we know that creating safer, more efficient cycling routes has proved every time to encourage more cyclists, so I am delighted that we are able to partner with the **Thunderhead Alliance** and Indiana Bicycle Coalition to provide what we believe will be a very significant weekend for cycling in the Midwest."

**Jeff Miller**, president of the Thunderhead Alliance for Biking and Walking, said, "**The Winning Campaigns Training** will help equip local and statewide bike advocates with the skills and tools to help make Indiana a better place to bicycle." He added, "We look forward to working with the **Indiana Bicycle Coalition** and are very excited about this unique and fun venue with the **North American Handmade Bicycle Show** to work with many bicycle advocates and community leaders."

**Nancy Tibbett** of the **Indiana Bicycle Coalition** said, "The workshop offers a great opportunity for both bicycle and pedestrian advocates to gain momentum, excitement, and training on programs and plans for 2009. The Indiana Bicycle Coalition is excited to partner with both the **North American Handmade Bicycle Show** and **Thunderhead Alliance** to bring this world-class training event to Indianapolis."

The times and dates of the three-day training are:

Friday 27th February, 10 a.m. - 5 p.m.  
Saturday 28th, 9 a.m. - 3 p.m.  
Sunday 1st March, 9 a.m. - 2 p.m.

Thanks to sponsorship by **Bikes Belong** and **Cannondale Sports Group**, admission to the training is only \$50.00. On Friday evening, all participants in the **Thunderhead Alliance** training are invited to a social function with the frame builders at 7 p.m. The training's schedule is designed to permit out-of-workshop activities, and participants are encouraged to take advantage of a **complimentary entry offer** to the **NAHBS** show hall. Online registration is now open at:

<http://www.thunderheadalliance.org/site/Index.php/site/EventRegistration-Overview/1237/>

The **Winning Campaigns Training** uses a curriculum designed, tested and proven through the years by the **Thunderhead Alliance**. Advocates attending will be taught by expert coaches--and by each other--about choosing, directing and winning campaigns to promote complete streets, where walking and bicycling are both safe and commonplace.

After three days of stimulating work with some of the USA's leading experts in bicycling advocacy, attendees will be empowered with greater knowledge on how to choose the right issue, set realistic goals and strategies, work with community leaders, use public relations techniques, raise money to finance their efforts, and reach and measure the success of the campaign.

For further information, visit the following websites:

[www.ThunderheadAlliance.org](http://www.ThunderheadAlliance.org)  
[www.bicycleindiana.org](http://www.bicycleindiana.org)  
[www.handmadebicycleshow.com](http://www.handmadebicycleshow.com)

### Contacts

Media Contact: **Paul Skilbeck**, [pskilbeck@o2sm.com](mailto:pskilbeck@o2sm.com), Tel. 415-359-0730  
Thunderhead Alliance Contact: **Kristen Steele**: [Kristen@thunderheadalliance.org](mailto:Kristen@thunderheadalliance.org), 202-449-9692  
IBC Contact: **Nancy Tibbett**: [nancy@bicycleindiana.org](mailto:nancy@bicycleindiana.org), tel. 317-777-1306

### About NAHBS

The **North American Handmade Bicycle Show** moves from city to city each year. It is scheduled for February 27-March 1, 2009, at the Indiana Convention Center, Indianapolis. The show is dedicated to showcasing the talents of individuals around the world whose art form is the bicycle. It aims to be a meeting point-online and in person--for frame builders and consumers looking for custom-made bikes, for the sharing of ideas, and promotion of a special industry with a rich history. For more information, see [www.handmadebicycleshow.com](http://www.handmadebicycleshow.com).

### About Thunderhead Alliance for Biking and Walking

The **Thunderhead Alliance for Biking and Walking** is the coalition of state and local bicycle and pedestrian advocacy organizations working together to promote biking and walking in North American communities. The Alliance unites leaders to help them grow their organizations and become more effective by sharing best practices and innovations.

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