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Project Bike Tech gains BPSA endorsement

by BRAIN Staff

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SANTA CRUZ, Calif. (BRAIN) – Project Bike Tech, a bike tech skills program for high school aged youth, is expanding nationally and now has the endorsement of the Bicycle Product Suppliers Association.

"The Bicycle Product Suppliers Association enthusiastically endorses Project Bike Tech. The 'bike tech in school' program teaches a unique and targeted skill set at the high-school level for vocation in the cycling industry," the BPSA said in a statement this week.

The BPSA noted that a lack of qualified mechanics has been a significant challenge to the industry for decades.

"By design, the PBT program has the potential to increase both the quantity and quality of bicycle mechanics in the U.S. marketplace. Training an entry-level workforce improves both the bicycle retail product's value and enhances the consumer experience. The BPSA will strive to stand behind the implementation and success of this valuable PBT program."

Mercedes Ross, the director of Project Bike Tech, said, "We are so thrilled to have the support of the BPSA, a cornerstone in our efforts to gather industry support. The synergy between the industry and our PBT students spell a bright future for the bicycle industry."

More information on Project Bike Tech: projectbiketech.org.



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