



microSHIFT

TAIPEI CYCLE SHOW #J1215

SHANGHAI CYCLE SHOW HALL3 #D1317

HOME • NORTH AMERICA

## Giant supports Project Bike Tech

by BRAIN Staff

Published May 5, 2017

BOULDER, Colo. (BRAIN) – Giant Bicycles has become a premier partner of Project Bike Tech, a project that uses bicycle education as a conduit to teach core academics, enhance lives, create career opportunities and inspire new generations to be passionate about bikes.

Giant will supply bicycles to high school PBT programs that have a Giant retailer as a sponsor.

Giant will also support the PBT career video library by producing three videos to educate students and the community about the opportunities offered through Project Bike Tech. "Giant has supported PBT from its inception," said Mercedes Ross, national director of Project Bike Tech. "As a Premier Partner, Giant will help ensure that the program grows across the country."

The first video will provide an overview of Project Bike Tech's "Bike Tech in School" program, a credited high school elective that teaches students bicycle mechanics and introduces them to careers in the bicycle industry.

The second video, geared toward Bike Tech students, will showcase bike industry careers, highlighting the technicians, engineers, designers, marketers and others who compose a thriving bicycle company.

The third video, targeted toward female students, will focus on women in the bike industry. The production will feature women who work for the Giant and Liv brands; it will also follow Liv Event Specialists who travel the nation presenting bike clinics and demos to retailers and consumers.

"Bicycle career-based videos create an open door for students," said Brad Klipping, Giant USA's senior marketing manager. "It's a great way to introduce Project Bike Tech participants to the myriad opportunities in our industry – from working the sales and shop floor at a local retailer, to designing game-changing bikes and technologies for a major brand."



**ROTOR**  
BIKE COMPONENTS



**RIDE COLDER LONGER**  
With custom Purist Insulated bottles.

**CREATE YOUR OWN** ▶



Jump to Comments