

Shimano Cycling Concept Award 2006

Shimano rewards best idea to increase cycling at schools

Do you have a good idea for the promotion of cycling at schools? Join the Shimano Cycling Concept Award 2006 and win 12.500 Euro to realize your project!

All ideas are welcome. General proposals to increase bicycle usage at schools but also a project limited to one school could be the winner. The contest focuses on children of 5 till 16 years old so colleges and universities are being excluded.

The idea can be described in text (in English), 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. Any idea is welcome so give it a try and maybe you will be the lucky winner!

Entries should arrive by December 31st, 2005 at:

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

The winning project will be decided by the jury that consists of three editors from cycling trade publications: Jack Oortwijn (Bike Europe), Carlton Reid (Bicycle Business) and Michael Bollschweiler (Radmarkt), completed by Frank Peiffer, Commercial Director of Shimano Europe. The decision will be published in February 2006.

The Shimano Cycling Concept Award is an annual contest to stimulate cycling in Europe, being organized for the sixth consecutive year. Experience shows that there are a lot of good ideas among bicycle enthusiasts that just need an extra financial impulse to become reality. Shimano Europe B.V. supports these creative minds by organizing this yearly contest.

The contest focuses on schools this year to stimulate bicycle usage especially in the important age group of 5-16 years old. It is of utmost importance to teach this generation that cycling can be a useful, environmental friendly and healthy alternative to other modes of transportation. More use of the bicycle can contribute to solving a lot of problems (traffic congestion, pollution, overweight and so on) and it offers also a lot of pleasure!

For more information, please contact:

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