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***bonspeedMedia* Creates National Campaign for ABA**

bonspeedMedia creates edgy new youth advertising campaign for ABA's support of BMX

Anaheim, California – October 17, 2006— *bonspeedMedia* created and launched a national print advertising campaign for the ABA (American Bicycle Association) of Chandler, Arizona. The new campaign will be placed nationally in youth and BMX enthusiast publications. The campaign is targeted directly at attracting more participation in the sport of BMX (Bicycle Motocross). Contemporary graphics and headlines that speak to a rebellious youth spirit are the center of the campaign.

With headlines that include; “Parental Advisory”, “Vicious Cycle”, “Youth Revolution” and “Where the Kids Are!”, it is a progressive new direction for the ABA. “In 2008, BMX will be the newest Olympic action sport introduced to the world. ABA is taking a bold and forward-thinking move by proactively promoting the sport today.”, said Brad Fanshaw, *bonspeedMedia's* President. ABA, founded in 1977 is approaching thirty-years of organizing BMX (Bicycle Motocross) racing on local, regional and national levels. As youth sports have grown, the ABA has become the largest promoter of action sports in the world.

The ABA has retained *bonspeedMedia* not to just design this single campaign but to create brand awareness for itself and the sport of BMX. “With the marketing assistance that *bonspeedMedia* is providing our company, as well as the new business development, we feel it is realistic that we can triple our membership in the next year. That will be a huge boost to the sport of BMX!”, stated Clayton John, President of the ABA.

ABA is headquartered in Gilbert, Arizona, and is “The Sanctioning Body of BMX”©. The ABA organizes BMX racing for boys, girls and adults, nationwide and Canada. With 60,000 active members, 274 racing facilities and a 27 event-national race schedule. A professional level of racing is also sanctioned by the ABA. *bonspeedMedia* is currently structuring and packaging a televised Pro Race Series that includes many lifestyle activities and will be nationally televised.



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bonspeedMedia is primarily known for its specialized branding, event and product marketing in the automotive, luxury and motorsport markets. *bonspeedMedia* clients have included Ford, Jaguar, Saleen, BMW, Barrett-Jackson, Bombardier Aircraft, Michelin and many others. It is *bonspeed's* President, Brad Fanshaw who brings a vast knowledge base to the ABA, Fanshaw was a former Vice President of the ABA in the early 1980's, when he retired as an active racer. After ABA, Fanshaw became Director of World Wide Marketing for Vision Sports an early action sport industry leader. Vision was a company he assisted in growing from \$10 million to \$120 million in just five years and is heralded as the one of the founders of X-Sports!

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