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ABA Retains Marketing Specialists bonspeedMedia

The ABA launches a brand and visibility campaign for itself and the sport of BMX

Gilbert, Arizona – August 23, 2006 – The ABA (American Bicycle Association) announced today that it has retained the brand, event and marketing specialist group; *bonspeedMedia* of Anaheim, California. 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.

bonspeedMedia is primarily known for their 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! "We are proud that ABA has chosen our company to take the sport of BMX to the next level. Personally, it is exciting to be involved once again with the ABA and the sport that meant so much to my youth!", said Brad Fanshaw, *bonspeedMedia* President.

The ABA is looking forward to BMX being included in the 2008 Olympics and the attention that it will bring to the sport. The attention that Olympic level competition will bring to BMX necessitated the ABA taking its marketing to the next level as well. "As the sanctioning body of BMX, we are committed to growing not just our brand but the sport, for each of our members.", said Clayton John, ABA President. The ABA has retained *bonspeedMedia* to increase the awareness of BMX to the media, potential sponsors and the kids. The ABA is also poised to grow as a brand and continue its leading role as a sanctioning body. "There is a very special synergy between the ABA and *bonspeedMedia*. They know youth sports and BMX in particular, but even more importantly the group has a tremendous marketing knowledge base. ABA and our members will realize the benefits to the sport of BMX from this association!", says John.

ABA is approaching thirty years of promoting BMX racing and it is ready to make the thirty-year anniversary one of innovation and new programs. *bonspeedMedia* and the ABA are already working on the excitement that will lead towards the next thirty years of BMX!

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Retains *bonspeedMedia*

ABA (American Bicycle Association), formed in 1977 and headquartered in Gilbert, Arizona, 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; ABA is the largest promoter of action sports. For additional press information about ABA, the sport of BMX, ABA events or professional racers, call (714) 666-1999. To find races in your area or view the national event schedule, visit www.ababmx.com.

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