



Learning Enrichment  
FOUNDATION

...a leader in community  
economic development  
celebrating 30 years of service.

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## CREATING JOBS QUALITY JOBS IN THE CANADIAN BICYCLE INDUSTRY

The Learning Enrichment Foundation and the Canadian bicycle industry  
announce Bicycle Assembly & Maintenance program (BAM)

### ***For immediate release***

February 3<sup>rd</sup> 2009 - The Learning Enrichment Foundation (LEF) and The Bicycle Trade Association of Canada (BTAC) are launching a new training program to create highly skilled bicycle mechanics to service the rapidly growing number of Canadian cyclists.

The Bicycle Assembly and Maintenance (BAM) project is a co-operative initiative between LEF, Norco Performance Bikes, Outdoor Gear Canada and Shimano; several prominent specialty bicycle retailers in the GTA, and the City of Toronto.

BAM will be a feeder system of trained entry level bicycle mechanics to address the growing need of the independent specialty bicycle stores in the GTA. The program involves a total of eight weeks of intensive training in the skills required for a successful career in the cycling industry. The training occurs both in a fully-equipped workshop, and-on-the-job assignments at the participating dealer's shops. It is expected that the program will graduate between 40 and 50 mechanics each year.

In making the announcement, Peter Frampton, Executive Director of the Learning Enrichment Foundation said, *"This is another example of a triple win - guaranteed job placement for successful trainees, well trained employees for local businesses and more skilled bike mechanics to ensure cyclists are riding well-maintained, safe bikes."*

Over the past six months LEF has worked closely with Norco Performance Bikes, Outdoor Gear Canada, Shimano and four prominent GTA bike store owners to build a comprehensive training curriculum that will equip mechanics with the skills to work on the sophisticated drive-train and braking systems found on high quality commuter bicycles.

Rob White, Vice-President of Sales for Outdoor Gear Canada notes, *"The modern bicycle is the epitome of transportation efficiency. With up to 27 speeds, hydraulic braking and suspension systems modern bicycles require service by mechanics with ever improving knowledge and skills. This program will give motivated individuals an opportunity to acquire and build the basic skills necessary to service high-tech bikes."*

*The program is fully funded with seed capital provided by BTAC and participating bicycle industry partners."*

BTAC President, Pete Lilly states, *"Without a doubt, one of the toughest challenges faced by retail store owners in the GTA is the need to staff their stores with qualified mechanics. We can hardly wait for the first BAM graduates to help meet this growing need."*

The training workshop is currently under construction in anticipation of the first class commencing on February 16, with the expectation that the initial graduates would be ready for placement in bike stores by the beginning of the cycling season in mid April.

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