



Press Release Contact Information:

Sami Tauber
BikeWear World
outfitting one ride at a time...
5111 Santa Fe Street
San Diego, Ca
USA, 92109
Voice: 858.270.2358
Fax: 858.270.2358
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

BikeWear World looking forward to an official grand opening!

BikeWear World goes Green, empowers women, emphasizes health and nutrition and now starts an online community...

/24-7PressRelease/ - SAN DIEGO, CA, February 08, 2008 - BikeWear World has battled the winter storm, proving to competitors that it will be a force to reckon with. BikeWear World started as a bike shop selling apparel to BMX, Motocross, Mountain, Road, Spin, Track and Triathlon enthusiasts, but is slowly becoming the "Go-To" online resource for the biking industry.

The marketing concepts behind the purchase of a tiki bar and handing out water bottles to local bike riders, handing out water bottles in spin classes in health clubs and gyms, visiting training workouts with Coaches Luke Walton, Olympic Triathlete, Coach Felipe Loureiro, San Diego X-Training with Sergio Borges, has only proven to ignite the BikeWear World fire. BikeWear World CEO, Sami Tauber, has yet to take on the motocross, BMX and mountain biking side of the business. She says that the BikeWear World crew, who were hand picked out of 400 people, will be visiting within the next 3 months several race events, charity rides, and motocross events like ESPN X Games.

BikeWear World has also taken on the concept of how to find a mechanic, coach, trainer, donations, special events, race directors source, volunteers, sponsors, manufacturers press releases, "How To" videos, professional athletes, employees, gyms, pools, bike shop, and much more. "We specialize in video sharing," says Tauber.

The official grand opening of the store will be on Friday, February 15th, 2008. Tauber says that she traded her personal training bike in for a gigantic inflatable sign that will be able to be read from "very far away." "It should be fun," says Tauber. BikeWear World hopes to reach thousands and encourage health, fitness, nutrition and GO Green.

Outfitting one rider at a time...from their community throughout the world!

Around the world and twice on Sundays!

BikeWear World, outfitting one ride at a time...

For what seems as though a smart marketing technique, CEO, Sami Tauber says that BikeWear World has been standing by to assist when in time of need. Biking 20 miles, 50 miles or 100 miles, Tauber, says that she has been out there tired, cold, lonely and very thirsty before. She believes that giving back to the community of bike riders will keep them from feeling completely isolated during hard and long training sessions during the winter. Sami Tauber says that riders seem to enjoy passing by, receiving Gatorade, lemonade and sometimes even coffee. It seems to stimulate the rider with a good adrenaline rush, a great pick me up and some comfort knowing that someone or people are out there for them. Even if we don't have your beverage of choice out there, we might have something to keep you dry or warm! BikeWear World has encompassed the whole idea of accessorizing the rider and taken it a step farther with a video product review site map with fun filled wipe out videos, equipment reviews, coolest trails from across the world, and even a VLOG of riders that pass by BikeWear World's front door step.

Sami Tauber, CEO, has been in the industry since 1985 or 9 years old. She says her passion for sports and clothing run deep. But one step farther is saving the planet and our communities. Sami's main interest is taking back our communities and collaborating on travel and exercise. She believes that it's very interesting to see another part of the country, or part of the world and share the same interests with people that live so far from your own community. It puts the phrase "small world" to a whole new level. When Sami raced in Fiji, a national championship swim placing 3rd overall, it was fun she says for her to have young Fijians asking for swimming advice and techniques to improve on their swim stroke. In St. Croix after racing half of the half Ironman, she said that the local communities were just thrilled to interact with athletes from across the world. Sports seem to inspire the best from communities and people. Sami Tauber, CEO of BikeWear World, hopes to outfit one ride at a time from her community throughout the world!

Tauber says that \$10.00 will be given to anyone who types in BWWFIR in the code upon checkout as a thank you for reading this.