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outfitting one ride at a time...
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BikeWear World: Casting Call for all Professional Athletes, Bike Shop Owners, and Race Directors!

BikeWear World paying for video submissions...

/24-7PressRelease/ - SAN DIEGO, CA, March 20, 2008 - BikeWear World has taken on some crazy ideas in the past, but I think they have outdone themselves this time. The idea behind the purchase of a tiki bar and hiring water girls was smart; the walking into spin classes handing out free swag to spin go-ers was interesting; visiting races with the tiki bar and water girls handing out free swag, ingenious; but hiring videographers to interview athletes, race directors, and bike shop owners...huh?

BikeWear World is on the way to becoming the new craigslist for the biking community, so how else do they think to do it? Hire talent! Sami Tauber, CEO, says that she has "taken out ads in 13 cities across America. We are looking for exclusive interviews from bike shop owners, athletes, and race directors. How else are we supposed to reach people, we need help," says Tauber.

BikeWear World is paying \$25 per clip from anyone who can record and send. It's fun, part time money that is supposed to encourage each community to work together, get healthy and get active.

"We have had several professionals respond for additional work, getting very excited by the new take on video sharing," says Tauber. "People have actually contracted their services out for free! They are really excited that there will be a site designated for such a fun concept."

The next phase Tauber says, "...is a killer!" Everyone will think that we have absolutely gone bananas! At 7,000 youtube.com hits, the idea is spreading says Tauber. She is receiving tons of positive feedback from the general cycling industry. She can't wait to share more!

Tauber says, "keep dreaming, keep pedaling, and ride hard!" Outfitting one rider from their community throughout the world...

Around the world and twice on Sundays!

www.BikeWearWorld.com

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.