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outfitting one rider at a time...
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BikeWear World creating bike ad videos in 13 cities across America!

BikeWear World hired on more than 400 videographers in 13 cities...

/24-7PressRelease/ - SAN DIEGO, CA, April 10, 2008 - "Giving back to the community has never felt so good," says Sami Tauber, CEO, of BikeWear World. We are taking creative to a whole new level...and it has been overwhelming! BikeWear World took out an ad in 13 cities on www.Craigslist.org. The ad offered to pay videographers, with no experience to professionals, to walk into bike shops and interview the owners, getting them to do a 2-5 minute commercial for the www.BikeWearWorld.com site for free. The goal, says Tauber, "is for www.BikeWearWorld.com to become the bicycle industry's mode of transportation. No pun intended." There have been several videographers that responded that are just amazed to have an opportunity to film races, interview athletes, race directors, crazy practices and wipeouts just for fun. People want to be involved and included in something cutting edge and hobby-like. Even wives and husbands are handing in each others racing clips. There are no biking boundaries! BikeWear World is looking for anything bike related. By registering, one can become apart of the upload and video sharing experience. Whether one needs to make more money as a trainer, a coach, a mechanic...BikeWear World has your back! www.BikeWearWorld.com is a free resource for the cycling industry.

Tauber also stated that BikeWear World hired on Playboy's playmate Danielle Teal Doricchi to travel around the country with the AMA Super cross and interview the athletes. "It's very exciting," says Tauber. "There are women out there that are definitely wanting in on the industries. Ms. Doricchi expressed amazing enthusiasm over the opportunity to become a traveling anchorwoman for BikeWear World and to be able to conduct interviews with riders like Robbie Maddison (Metal Mulisha), Brian Deegan (Metal Mulisha) and companies like OGIO. I know Ms. Doricchi will not let us down. I can't wait to see the final release videos from the circuit."

So, want in on some action? Go to www.BikeWearWorld.com and check out the latest and greatest from the cycling world. "It will only get better," says Tauber.

BikeWear World, outfitting one rider at a time...from their community to yours.

Around the world, and twice on Sundays!

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.