

Green Notes

Contest Winner Showcased at Earth Day Fest



The Aquaduct and its designers took center stage at the Earth Day Festival last April.

LITTLE ROCK, AR—The winners of Specialized's Innovate or Die contest showed their invention at the Earth Day Festival at the Clinton Presidential Center on April 26. The pedal-powered Aquaduct is a mobile filtration system that filters water as it's transported. The creators—five Palo Alto, California, designers—are identifying ways to bring clean drinking water to the developing world, a goal of the Clinton Foundation. "Access to clean drinking water continues to be a major health issue in many countries around the world. The Aquaduct

has great potential to make a profoundly positive impact on this critical challenge," said President William J. Clinton. More than 10,000 spectators, 200 exhibitors and representatives from green businesses, bicycle advocacy organizations and sustainability programs had a chance to see the Aquaduct. Specialized used the event to present the Aquaduct and to jockey for funding for a future foundation. Local Specialized dealer Arkansas Cycling & Fitness provided a fleet of Globe Centrum bikes for the festival.

Bikes-R-In Offers Bike Shops Reusable Bags

CAPE CARTERET, NC—The owner of North Carolina's Bikes-R-In shop has teamed up with the National Bicycle Dealers Association to offer a reusable shopping bag to bike shops. Since the program launched last fall, about 40 retailers signed on to help fund the first bulk order. The bags are biodegradable and also serve as a marketing tool, displaying a "Share the Road" message on one side and an advertisement for The Bike Shop Advantage initiative on the other. Ed Johnson, owner of Bikes-R-In, developed the bags for several reasons:



A belief that everyone should help ease the threat from a degraded environment and that bicycles should be part of the solution; a belief that IBDs should be more proactive about cooperative marketing campaigns to compete with big boxes and the Internet; and a recognition that drivers need to be reminded to share the road. Retailers can sell them for 50 cents or give them away to customers who purchase a minimum amount of parts and accessories. "As they pack up the bag the person behind the counter is encouraged to explain how the shop is supporting a green initiative—using a bike, using the bag, etc.," Johnson said. The bags are shipped in cartons of 500. For more information, visit www.bikes-r-in.com/id33.html.

Rack Company Creates Sustainability Team

BEAVERTON, OR—Yakima has created a marketing and sustainability department to help champion its sustainability initiatives. Yakima's Mike Steck will leave his role as senior marketing director to head the new team. "Combining marketing, customer service and sustainability under a single leader will help us deliver a consistent and focused message to the marketplace as we execute a powerful array of initiatives that are driving growth, business improvement and conservation efforts," said Jerry Heinlen, Yakima's chief executive officer. Last year, the rack manufacturer launched Planet Payback, a company-wide program aimed at offsetting the carbon footprint of all operations. Yakima calculated its annual energy use and determined the associated carbon dioxide emissions. To offset those emissions, Yakima donates to carbonfund.org for projects focused on developing renewable energy through wind, solar and biomass, energy efficiency and reforestation.

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