

FOR IMMEDIATE RELEASE
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RIDLEY BIKES HIRES LIFT CREATIVE STUDIOS FOR COMMUNICATIONS AND PR IN NORTH AMERICA

Carlsbad, Calif. –Ridley Bikes, the Belgian maker of premium road racing, cyclocross, triathlon and track bicycles, has partnered with LiFT creative studios (LiFTcs) to handle public relations and target specific marketing projects in North America in 2015.

LiFTcs, a full-service marketing agency based in Carlsbad, Calif., is well known in the bike industry, thanks to its Founder, Steve Driscoll, a former road racer who previously handled marketing at Mavic, Velomax/Easton and Flite Controls. With over 40 years combined sales and marketing experience, the LiFT team is known for building both brands and experiences.

“Steve’s knowledge of the North American market and passion for the sport of cycling helped set LiFT above other agencies for us,” said Richard Wittenberg, Ridley Bikes’ Vice President of International Operations. “Simply put, LiFT creative studios has the creativity, in-house capabilities and relationships to help us achieve our goals.”



Driscoll, whose agency has worked with numerous bike industry clients including Reynolds Cycling, Campagnolo North America, Bonk Breakers and Scott USA, welcomed the opportunity to partner with Ridley Bikes, saying, “Acting as the media/PR team for Ridley Bikes NA, we are truly honored to work with such iconic brand. I am excited to use my marketing expertise combined with cycling industry experience to help LiFT the Ridley Bikes Brand.”

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About Ridley Bikes

Ridley Bikes, based in Paal-Beringen Belgium, designs and manufactures premium road racing, cyclocross, triathlon and track bicycles and components. The Ridley design philosophy combines Belgian cycling tradition with technological innovation to produce superior performance machines. For over 15 years, Ridley has been known for bringing innovative solutions and unparalleled craftsmanship to the industry. Ridley is the official bicycle of the Lotto Sudal Pro Tour bicycle team, Telnet Fedia and Sunweb Napoleon Games Cyclocross teams and Carmichael Training Systems (CTS). For more information, visit <http://www.ridley-bikes.com>

About LiFT creative studios

LiFT creative studios is a full-service marketing agency based in Carlsbad, California. Its six integrated studios offer clients tailored solutions for branding, sales promotion, photography, creative, digital, and communications / public relations. Founded by Steve Driscoll, LiFT’s dedicated team has over forty years’ experience in sales, marketing, communications, and design. For more information, visit <http://www.liftcs.com>

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