

Work sample: Meredith Hunt
Client: 24th Street Discovery Cycle
Press release to announce unique product (2006)

Contact: Charles Flatten
24th Street Discovery Cycle
702 West 24th Street
Austin, TX 78705
Phone 512 472 4447; 512 380
9565

24th Street Discovery Cycle

PRESS RELEASE

Austin's 24th Street Discovery Cycle becomes exclusive distributor of European pedal-less children's bicycles

Walkie Wheels™ take the stress out of teaching children to ride bikes

Austin, TX September 29, 2006: Austin's 24th Street Discovery Cycle has become the exclusive distributor of pedal-less children's bicycles. These bikes, which are popular in Europe, are called Walkie Wheels™, and they are designed for children starting at the age of two or three who have graduated from their tricycles and are learning to balance.

Because learning to balance is a crucial step in learning how to safely ride a bicycle, Walkie Wheels™ provide a critical intermediate step between tricycles and bicycles. In Europe, Walkie Wheels™ have replaced children's bicycles that use a training wheel because they teach the art of balance with little to no stress for the parent who is teaching his or her child to ride a bicycle.

Walkie Wheels™ provide a safe, fun and affordable method of teaching the rudiments of bicycle riding and render unnecessary training wheels and running behind a child while he or she is learning to ride a bike. Kids simply sit on Walkie Wheels™, push off and move as slowly or as quickly as they are comfortable.

24th Street Discovery Cycle is the exclusive distributor of Walkie Wheels™, and employees are able to advise parents regarding the proper size and usage of the bicycle for their child.

For Release 9 a.m. CST, September 29, 2006