



Every Butt on a Bike

Media Information  
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## **Prescott Area Bike Shop, Soul Ride, Wins Industry Award**

Soul Ride in Prescott, Arizona was awarded the QBP Londonderry Award by Quality Bicycle Products, the world's largest distributor of bikes and parts. The shop received the award at QBP's annual tradeshow event, Frostbike.

The Londonderry Award recognizes bicycle industry professionals who work to encourage, promote, and develop underrepresented genders in cycling and in the cycling industry.

Borne from a love of mountain biking and the realization that there weren't many women mountain bike guides in their area two friends, Cina McConaughy and Kate Phelan started Soul Ride in 2015 with the goal of offering skills classes, tours, and mountain bike retreats for women.

"We started from a place of passion," said Cina. "Kate and I were in a women's ride group and we knew what it did for us and wanted to share that with the world."

As the business grew, so did their floor space and the duo went from working in roughly 50 sq. ft. to 1200. Today the shop sells and rents bikes, has a bustling service department, and outfits riders with all the gear they need in addition to teaching classes, running camps, and guiding rides.

"We got certified as skills instructors and were bringing all these women into mountain biking," said Kate. "After teaching them, we'd send them to bike shops to get their equipment needs met. Then we were like, 'Hey, why don't we start selling bikes too?'"

"Soul Ride is a great example of a shop that built community into its business model," said QBP's VP of Sales, Bill Schouman. "They're doing a fantastic job of expanding ridership and making cycling more inclusive."

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### **About QBP**

Quality Bicycle Products is in the business of bikes. From developing and building a diverse portfolio of our own brands to distributing the top names and best products in the industry, we're doing our part to further bike kind. With distribution centers in Minnesota, Pennsylvania, Nevada, Colorado, Vancouver, and Toronto, QBP serves a network of more than 5,000 independent retailers. We strive to be an extraordinary business to partner with and to work

for, and we have made good on that goal for over 35 years. From our extensive advocacy efforts to our energy efficient facilities, everything we do is aimed at making the world a better place and getting more butts on bikes. For more information about QBP, visit our website.