



Interbike 2009 –Las Vegas

By Special Agent Anna Pontoni

Après Velo just debuted in its first Interbike and the brand was a big HIT! Retailers from all over the world were very excited about the quirky, creative styles and are anxious to offer them to their customers for the holidays.

We began the event by going to a bike-tweet with about 200 of our twittering associates. Après Velo and others donated some Schwag for the raffle, which raised \$1500 for MS and Aids.

For the next three days our 10 x 10 foot stand, packed full of all the styles, mugs, placemats and calendars (which retailers were clamoring for) was busy. For many retailers, this was their first look at the Ares Velo styles in person and while the visual appeal is great once they touched the super-soft shirts & the quality was apparent... they were duly impressed.

Retailers are excited about bringing this line in for the holidays – as they feel it is the PERFECT gift for the cyclist that has everything. They were also excited to see the Womens' styles and said to "keep them coming"!





Après Vélo™

Apres Velo was also featured in the **Urban Velo** fashion show on Thursday. We were also mentioned in a few tweets and photographed by various Media publications.



I will not go so far as to name our potential new retailers – I'd have to kill you (some awful bike-related torture first ☺)...but I can say that you will begin to see the **Apres Velo** Brand in many cycling temples across the country. We will include new places of worship in the dealer section of our website.

Sorry Sarina, no bare-butt-ed-buff men like at the Mountain Bike Championships! I am sure I those lacey half-knicks would be a huge HIT at Ragbrai!

Signing off-stand-duty, **Apres Velo** Special Agent & Abassador to the USA:

Anna Pontoni - going off on my bike for a well earned ride.