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FOR IMMEDIATE RELEASE

ASQ World Conference Attendees to Build Bikes for Kids ***50 bikes to be donated to Pittsburgh Boys & Girls Clubs***

Milwaukee, Wisconsin, April 21, 2011—“Free wheeling” takes on a whole new meaning at the [ASQ World Conference on Quality and Improvement](#) in Pittsburgh, May 16–18. Attendees of ASQ’s annual conference plan to give back to the community through a special build-a-bike initiative they hope will be the beginning of many exciting journeys for local kids.

To kick off the campaign, a number of finished bikes and helmets will be presented to children from the Boys & Girls Clubs of Western Pennsylvania in a ceremony **Monday, May 16, 5:30 pm.–6:00 p.m.** The ceremony will take place just outside Exposition Hall A on the second floor of the David L. Lawrence Convention Center. Mike Hepler, president and CEO of the Pittsburgh Boys and Girls Clubs, will be in attendance. Fifty bicycles assembled in this program during the conference will be donated to children from the Boys & Girls Clubs. Participants will be asked to leave their signatures and special messages for the children in a giant “Ride Well” card.

Conference attendee are invited to gather on the exposition floor Monday and Tuesday, May 16–17, to assemble the bikes with help from bike mechanics. As part of the effort, ASQ Quality Press will donate one copy of the book [Claire Anne and the Talking Hat](#) to each child who’ll receive a bike. This colorfully illustrated book is tailored for school-age children to teach them about the quality and learning tools they can use to make their work easier, making learning fun.

ASQ and a three-city coalition of convention and visitors bureaus—VISIT Milwaukee, Travel Portland and Visit Pittsburgh—are partnering on this event as part of ASQ’s ongoing [commitment to social responsibility efforts](#), which include [The SRO](#), an international movement to share insights on social responsibility. The three-city coalition has organized similar events at recent tradeshows in Washington, D.C., and Los Angeles, delivering hundreds of bikes to local children, as well as providing a great collaborative and team-building event for participants.

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“As ASQ members, partnering with ASQ and its 2011 World Conference just makes sense,” said Paul Upchurch, president and CEO of VISIT Milwaukee. “ASQ, a member of VISIT Milwaukee, provides tools and opportunities to help companies create sustainable and socially responsible programs.”

“Quality and social responsibility are a natural fit,” said ASQ CEO Paul Borawski. “Social responsibility helps organizations evaluate the potential impact of today’s decisions on the community. Quality provides the tools to make those decisions—and to manage results. The build-a-bike initiative is a visible example of how quality professionals can make a difference in the community.”

About ASQ

ASQ is a global community of people dedicated to quality who share the ideas and tools that make our world work better. With millions of individual and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world’s corporations, organizations and communities to meet tomorrow’s critical challenges. ASQ is headquartered in Milwaukee, Wis., with national service centers in China, India and Mexico. Learn more about ASQ’s members, mission, technologies and training at www.asq.org.

About VISIT Milwaukee

VISIT Milwaukee markets Greater Milwaukee to tourists, convention and meeting planners nationally and internationally. VISIT Milwaukee has more than 600 members, including hotels/motels, restaurants, attractions, services and area businesses. Tourism generated \$2.3 billion in spending in Greater Milwaukee in 2009 and supported more than 57,000 local jobs. For more information, call 1-800-554-1448 or visit www.visitmilwaukee.org.

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