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**FOR IMMEDIATE RELEASE**

**Local brand development firm launches Tricycle University.**

**Boise, ID.** Tricycle University was launched on September 15, 2010. Tricycle is a local brand development firm helping companies to create a relevant presence in the market place. Tricycle University is a new program dedicated to helping business owners grow, develop and manage their brand. Justin Foster, Founder and President of Tricycle, was interviewed regarding the launch of the new brand management program.

**What is Tricycle University?** “Tricycle University is a 12-month brand management program designed for small business owners. “Trike U” as we are calling it, contains 12 specific classroom sessions that will teach the participants everything they need to know on how to grow, develop and manage their own brands. The format is two hours of classroom time per month, with me as the primary instructor. There is also a monthly conference call as well as exclusive web-based content for the participants. The program is divided in to pods of 8 – 12 participants. This ensures small classroom size and that no competitors are in the same group. We are starting with 4 pods, and then expanding from there. The cost is \$95/month or \$375/quarter per person.”

**What is the inspiration in creating Tricycle University?** “The short version is that most small business owners received their formal marketing education years ago. Of course, a lot has changed since then – economic conditions, technology advances, generational shifts, etc. I believe a critical element to staying relevant with your business is to stay educated. A secondary reason inspiration is that small business owners receive a lot of bad advice. I feel like it is important for them to have an educational resource that doesn’t have any particular prejudice or tactical bias.”

**Who would be an ideal candidate for Tricycle University?** “To specifically answer your question, it would be small business owners. But it’s deeper than that. Trike U is for small business owners who recognize that things have changed and they want to know how to take advantage of this change. In addition, they are sick and tired of being out-marketed by competitors with larger advertising budgets. They know their product or service, is better but they don’t know how to get the word out.”

For further information about Tricycle and Tricycle University, visit Tricycle on the web at [www.thetricycle.com](http://www.thetricycle.com) or call (208)-287-8191. Tricycle is located in Downtown Boise at 615 West Hays Street.

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