

## New Sponsor Slips Into ABA BMX Schedule for 2008



Tuesday, 20 November 2007

Jig-A-Loo Lubricant is named the "Official Lubricant" of the 2008 ABA National BMX Series



Gilbert, Arizona—November 17,, 2007— The American Bicycle Association (ABA) is proud to announce an exclusive association with Jig-A-Loo lubricants to be named as the "Official Lubricants" of ABA BMX. The association will begin with the ABA Grand Nationals of BMX (Bicycle Motocross) held annually in Tulsa, Oklahoma. This years event will draw thousands of riders from around the world to compete for national standings. Jig-A-Loo will launch its new affiliation by providing a sample can of spray lubricate to every racer in attendance.

The name Jig-A-Loo has been a household name in Canada for over 50 years because it is a premium product that delivers unparalleled results. The all purpose lubricant is both invisible and water repellent making it the ideal product for BMX racers who require low friction to reach maximum velocity. "Jig-A-Loo is pleased to begin its sponsorship and partnership with the ABA, the world leader in BMX racing. This is a very progressive endeavor and one that we feel is on the edge of becoming very powerful. Jig-A-Loo will re-invent the lubrication business and the ABA will be in the fore-front of extreme competition.", stated Patrice Lafleur, Vice President of Marketing, Jig-A-Loo World, Inc.

"Jig-A-Loo has taken a bold step by choosing the sport of BMX and the American Bicycle Association to assist with the marketing of this fantastic product line. The Jig-A Loo brand is dynamic and I know that our membership and racers worldwide will find the lubricants useful!", said Clayton John, President of the ABA.

The ABA has made recent strides in adding both new sponsors to the sport of BMX, but also in establishing new marketing objectives that will increase awareness of the sport. New sponsors have become marketing partners that reach beyond the confines of previous affiliations. With BMX emerging as the newest of Olympic action sports in 2008, the ABA is poised for tremendous growth.

### About Jig-A-Loo

Jig-A-Loo, a named derived from the inventor's exclamation "Ti-gi-dou," the Canadian phrase meaning I've got it!" when he found the winning formula, which has been used in industrial and commercial establishments since 1958. The product was launched in 1998 in the Canadian mass retail market, quickly capturing a substantial portion of the lubricant market with its clean, dry and smooth application winning over do it

yourselfers and professionals alike. Jig-A-Loo is ideal for wood, metal, leather, most plastics and a number of other surfaces. It is an exceptional water-repellent, a rust and freeze inhibitor, and will not drip or stain. Unlike traditional lubricants, Jig-A-Loo contains no oil, grease, wax or detergent.

### History

A favorite product in Canada for industrial and commercial uses since 1958, Jig-A-Loo quickly conquered the do-it-yourself and professional handyman markets since its retail launch a decade ago. It is now available nationwide in the U.S. for the first time ever.

Jig-A-Loo is the world's first and only lubripellent – it stops squeaks, un-sticks just about anything and protects against water damage. Unlike other spray lubricants, Jig A-Loo goes on dry and doesn't stain or smell. Because it's silicone-based, it contains no oil, grease, wax or detergent – so it's perfect for wood, metal, leather, fabric, and most plastics. It's also a strong freeze inhibitor and rust preventer.

An affordable wonder, the product has a suggested retail price of \$6.50-\$7.00 – making it the must-have can for the kitchen, garage, tool-belt and even the purse!

### About the American Bicycle Association

ABA (American Bicycle Association), formed in 1977 and headquartered in Chandler, Arizona, is "The Sanctioning Body of BMX" ©. The ABA organizes BMX racing for boys, girls and adults, nationwide and Canada. With 60,000 active members, 274 racing facilities and a 27 event-national race schedule; ABA is the largest promoter of action sports. For additional press information about ABA, the sport of BMX, ABA events or Professional racers, call bonspeedMedia; (714) 666-1999. To find races in your area or view the national event schedule, visit [www.ababmx.com](http://www.ababmx.com).

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