



FOR IMMEDIATE RELEASE:

“Wheel” into exciting science for scientists, students and bikers

The humble bicycle wheel spins into a dynamically exciting demonstration of scientific concepts in the hands of this bicycle-loving ex-Yalee in his newest release: “The Bicycle Wheel: Physics and Engineering”. The author, Bill Mould, uses hands-on original research and a wealth of self-designed graphics and video clips to tease out and show the exciting science that contributes to man’s oldest and most useful invention, the wheel.

Travelling through physics and engineering concepts with a touch of humor, Mould, also a master wheelbuilder with an international reputation, teases out the scientific secrets of the bicycle wheel’s success.

Mould says: “A bicycle wheel seems fairly simple, but the detail level tells a different story. I have built thousands of custom wheels of every type, and conducted scientific research and experimentation to fully fathom the physical principles on which the structure of the wheel rests.”

Purchasers of the \$49.00 video series will receive a password that will enable them to download the digital content to their computers or other devices for viewing at their convenience. Purchasers will also receive free future updates as they are created.

Expert endorsements and glimpses into of the 15 hours of material can be viewed at Mould’s website, www.billmouldwheels.com. Produced by Flat Tire Films, LLC, 1740 Olde Towne Road, Alexandria VA 22307, cell 703-946-3806, email: bill@billmouldwheels.com.

###