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## **BICI ITALIA PARTNERS WITH MAGIC CYCLE WERKS TO CRAFT CUSTOM HANDMADE BIKES**

*Ex-Pro Cyclists Join Forces to Craft Custom Tours and Custom Bikes*

**SAN FRANCISCO, CA** (January 22, 2016) — BICI ITALIA Custom Cycling and Cultural Tours will be showcasing a new, custom handmade bike at the North American Handmade Bike Show (NAHBS), February 26-28, at the Sacramento Convention Center.

Mark Studnicki, Chief Cycling Officer and Owner of BICI ITALIA has joined forces with Greg White, Frame Builder and Owner of Magic Cycle Werks. Having met at a cycling event in 2015, both former pro-cyclists found common ground in their passions for cycling in Italy and the fine art of a well-crafted bike made by hand or, in Italian, 'Fatto a Mano'. Born was the collaboration on the BICI ITALIA PRIMA bike.

BICI ITALIA PRIMA, or 'The First', will be debuted at the National Handmade Bike Show with Magic Cycle Werks, Booth 57. The bike build will be documented and shared via social media by both BICI ITALIA and Magic Cycle Werks in an effort to share Mark and Greg's passion for craftsmanship and attention to detail.

"Being as we met at a vintage cycling event, originally rode on steel frame bikes and both have a deep connection to Italy, this bike will have the look and feel of a vintage bike, but from a structural standpoint, it will be very modern. I admire Greg's work and am thrilled to be working with him on crafting our first BICI ITALIA Custom bike. Like our cycling tours in Italy, this bike will be fully custom down to the last detail", says Mark Studnicki of BICI ITALIA.

While this bike is being built to Mark's measurements, Magic Cycle Werks is poised to replicate the BICI ITALIA PRIMA specially for BICI ITALIA clients. The process begins as all Magic Cycle Werks builds - a meeting with the client to determine geometry and other needs, a spec drawing is reviewed then building begins. The BICI ITALIA PRIMA will feature components from Knight Composites and Shimano.

To follow the build, please join us at:

FACEBOOK: BICI ITALIA - Custom Cycling Tours <https://www.facebook.com/BiciItaliaCycling>

TWITTER: @biciitaliatours <https://twitter.com/biciitaliatours>

INSTAGRAM @biciitalia <https://www.instagram.com/biciitalia/>

TUMBLER: <http://biciitalia.tumblr.com>

### ABOUT BICI ITALIA

Since 2005, BICI ITALIA has been committed to providing custom cycling and cultural tours in Italy, specializing in the Tuscany region. Founded by a husband and wife team of cyclist and concierge, BICI ITALIA takes pride in working with their clients to craft the perfect cycling holiday inclusive of non-cycling family and friends. With unwavering commitment to offering unique, flexible and affordable holidays for cyclists, BICI ITALIA provides every client their own 'personal Italy' by including their own hobbies and interests beyond the bike. For more information or to craft your own holiday, please visit [www.biciitalia.com](http://www.biciitalia.com).

ABOUT MAGIC CYCLE WERKS: Established by Greg White, an avid cyclist for over 30 years who raced at the professional level for an Italian team, Magic Cycle Werks builds handcrafted custom bicycles the old school way...one at a time. Magic Cycle Werks, which relocated from Los Angeles to Central Oregon in 2015, builds classic steel frames for Road, Cyclocross, and Mountain bikes to the individual rider's specifications.

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