



## NEWS RELEASE

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## Ryders Eyewear Announces New Spring Line

*Top performance and affordable prices highlight 2011 lineup*

NORTH VANCOUVER, Canada (February 14, 2011) –Ryders Eyewear, the premier designers of performance eyewear for bike, run and outdoor, today announced 25 new styles for the Spring 2011 collection. These 25 new styles are not only a reflection of the company's continued growth and success but also lend tribute to their much celebrated 25<sup>th</sup> Anniversary.

The new styles incorporate premium lens technology, cutting-edge design, performance features and a broad color palette. Most importantly, these new styles advance the company's dedication to delivering top-level optics, materials, technology and performance while maintaining a competitive price structure: almost all styles retail for under USD \$60.00, and no styles are priced above USD\$90.00.

"My inspiration for the 2011 sport line comes from combining the hard edges and curves found in modern sports cars with an organic aesthetic that compliments the wearer's face, helmet, hat, etc.", said product designer Jeff Blair. "For the 2011 casual line, my designs combine classic shapes with a modern twist. The styles are chunkier, more angular and have a laid back feel. We want people to sport their shades even on cloudy days because they feel so good in them."

Two examples of this sport design philosophy are the versatile **Tweaker SL** and **Caliber**. Both are aggressive, angular styles that have received rave reviews from runners, road cyclists and mountain bikers alike.

These styles feature semi-rimless, lightweight frames with hydrophilic temple tips and nose pads. Lenses are optically correct. Some models are available with polarized photochromic, photochromic, and interchangeable lens technologies.

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**Caliber**



**Tweaker SL**

2011 also sees a renewed focus on women's styles. Adding to the robust collection are the **Solace, Tweaker** and **Empress**. Function meets fashion with a wide array of lens technologies and frame colors. Style prices start at \$39.99.



**Solace**



**Tweaker**



**Empress**

The signature 25<sup>th</sup> Anniversary style, the **20FIVE**, is a nod to the beginning of the Ryders brand. "Totally Bitchin' Since 1986", the **20FIVE** is representative of Ryders' strong roots and credibility in the bike, run and snow industries.



**20FIVE**

All styles, new and existing, boast hydrophilic nose pads and/or temple tips, feature ultra-lightweight TR90 frames with low-profile, high-strength pinned hinges and polycarbonate lenses that are shatterproof, scratch-resistant and block 100% of all UVA, UVB and UVC rays.

Visit [Ryders.com](http://Ryders.com) to see the new styles for Spring 2011.

**About Ryders Eyewear:**

Ryders Eyewear, based in adrenaline sport mecca North Vancouver, British Columbia, puts their backyard to good use testing the endurance and performance attributes of their eyewear products. Using 25 years of dirt, rock & snow cred, Ryders designs performance eyewear for bike, run & outdoor. For more information on Ryders Eyewear, visit [www.ryderseyewear.com](http://www.ryderseyewear.com) or contact Devon Sibole at Outside PR, [devon@outsidepr.com](mailto:devon@outsidepr.com) or 415.561.6267.