



## **ORS Racks Direct Gear Store Announces Exclusive " Lucky Seven - Merci Lance " Apparel to Celebrate the Seventh Tour de France Win by Lance Armstrong**

*The recently launched gear and apparel store from ORS Racks Direct now offers a complete line of ' Lucky Seven - Merci Lance ' t-shirts, bike messenger bags, coffee mugs, stickers, baby clothing and bibs to celebrate Lance Armstrong and his bid to win his 7th Tour de France in 2005.*

Montpelier, VT ([PRWEB](http://www.prweb.com)) July 17, 2005 -Â ORS Racks Direct, a leading provider of car and truck rack systems for recreational and commercial applications, announced today the company is offering an exclusive line of gear and apparel in its recently launched apparel store ( located at [http://www.cafepress.com/car\\_roof\\_racks](http://www.cafepress.com/car_roof_racks)) titled ' Lucky Seven - Merci Lance ' to celebrate Lance Armstrong and his efforts to win a record seventh Tour de France in 2005.

"For several years running we've offered Tour de France coverage in our retail stores for our customers. Everyone, including both our staff and customers, agree this 2005 Tour de France is the most exciting ever, and our new line of ' Lucky 7 - Merci Lance Tour de France ' merchandise and memorabilia is the perfect combination of support for Lance Armstrong during his quest as well as his imminent retirement from the sport of cycling as he rides off into the Texas sunset," states ORS Racks Direct Marketing and Sales Development Coordinator, D. Kinsley Ricklefs.

Products currently available include the men's yellow t-shirt (image available at [http://www.cafepress.com/car\\_roof\\_racks/715955](http://www.cafepress.com/car_roof_racks/715955)), yellow women's jr. ringer t-shirt ( image available at [http://www.cafepress.com/car\\_roof\\_racks/715919](http://www.cafepress.com/car_roof_racks/715919)), coffee mug ( image available at [http://www.cafepress.com/car\\_roof\\_racks/716003](http://www.cafepress.com/car_roof_racks/716003)) and bike messenger bag ( image available at [http://www.cafepress.com/car\\_roof\\_racks/716007](http://www.cafepress.com/car_roof_racks/716007)).

### **About ORS Racks Direct**

ORS Racks Direct is a privately held company specializing in comprehensive sales and service of truck and car rack systems. Representing the industry's most respected manufacturers, including Thule Racks and Yakima Racks, the company offers high quality truck rack, luggage bag, cargo box, basket rack, bike rack, fishing rod carrier, snowboard-ski rack, kayak-canoe rack and sailboard-surfboard rack solutions for vehicle rear hitch and trunk mount, roof rack mount and pickup truck mount applications. The company has been providing consumer sales for over three decades to the U.S. market through multi-channel outlets that include store front, internet and phone sales.

Their full line of Thule Racks is available for review at <http://www.orsracksdirect.com/thule-racks.html> and their complete line of Yakima Racks is available for review at <http://www.orsracksdirect.com/yakima-racks.html>.

Contact Information: General Inquiries, ORS Racks Direct, +1-802-229-0893. <http://www.orsracksdirect.com>

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**Contact Information**

**Consumer Relations Department**

ORS Racks Direct

<http://www.orsracksdirect.com/all-car-roof-rack-brands.html>

1-802-229-0893

**Online Web 2.0 Version**

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