



Contact: Randy Nicholson
Tel: 647-729-2500
Cel: 416-302-6993
randy@gearsbikeshop.com

FOR IMMEDIATE RELEASE

GEARS BIKE SHOP GIVES BACK

Joining forces with local cycling club “Morning Glories Cycling Club”, GEARS is giving back more than 125 refurbished previously loved bikes in Thorncliffe

Friday, October 7, 2011 at 5:00 pm - TORONTO, Ontario -- GEARS Bike & Ski Shop.,

One of Canada’s leading independent bicycle dealers and service providers has partnered with local cycling club “Morning Glory Cycling Club” to gather bike donations to help the local Thorncliffe Park community. The first bike drive has garnered close to 200 bicycles, of which more than 125 were able to be made road ready to be donated to selected children, and families. GEARS Toronto Associates, Morning Glory Cycling Club Members and Division 53 Police Staff will be on-site to deliver the bicycles to the families between 5:00 pm and 7:00 pm in the northwest parking lot of Thorncliffe Park Mall (close to Zellers).

Using social networking, and word of mouth the Morning Glory Cycling Club collected a large number of bicycle donations from the Leaside community. Gears Staff and Gears customers were very quick to step in and dig up dozens of bikes from basements and garage floors. The GEARS Technicians brought new life into the donated bikes; swapping parts, adding training wheels, and ensuring as many bikes as possible were made road ready. Together with funding provided by donors, GEARS will also be donating a full safety kit including, helmets, locks and bells for each bike to be donated to the children. “This is our first initiative in the local area to “Give Back”, and it won’t be our last. Just to see the smiles on the children’s faces is well worth it; this could be the first bike they’ve ever owned.”

About GEARS Bike & Ski Shop:

Founded in 1988, Gears is one of Canada’s Leading Cycling focused products and services companies. Gears offers the widest selection of top global brands in cycling including bicycle brands like: Cannondale, Specialized, Felt, Giant, Pinarello, Fondriest, Stork, Musseuw and Guru. In addition to a wide Product selection, Gears offers cycling services including: professional shop services, professional fitting, Custom Bike Building, Education Programs for youth to adult cycling enthusiasts, travel, indoor spinning, indoor computer assisted stationary training, physical assessments and performance testing, coaching, event support, corporate event planning & operations and more. GEARS is a privately held company. The expert staff provides an unmatched customer experience and builds lasting relationships. With locations in Toronto and Mississauga, GEARS employs a professional staff serving customer needs all year long.

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If you’d like more information about this topic, or to schedule an interview with the company, please contact Randy Nicholson at 416-302-6993 or e-mail Randy at randy@gearsbikeshop.com