

## Free Learn to Bike Program for Kids at Bicycle Village

- **One-hour classes each Sunday at all five Bicycle Village locations through early September**
- **For children ages three and up**
- **Children can join Bike Trade Up program and get up to 50 percent off the original purchase price towards the purchase of a new bike**

**BROOMFIELD, Colo. - May 22, 2018** – Entering its third summer, the free Learn to Bike program for children is now available at all Bicycle Village store locations this summer. The program began on May 6 and will run every Sunday morning through Sept. 2. Children ages three and older need to have their own bike and helmet with the training wheels removed. Parents should call their nearest Front Range Bicycle Village location to ensure a place in the class. Walk-ins will only be accepted on a space available basis. Times vary slightly by location but most one-hour classes begin at 9 or 9:30 a.m.

Average class size also varies by location but all offer a 1:4 coach to student ratio. Classes are taught by specially-trained instructors from the Bicycle Village stores using a curriculum developed by long-time cycling instructor George Sharman. About half of the participants learn in just one session with a 100 percent success rate after three sessions. Children can attend as long as needed at no charge until they have mastered the basics of riding a bike.

More than 1,000 Front Range children have already participated in, and graduated from, the program which includes getting kids fitted on the right sized bike. The free class includes a safety check on the bike along with a helmet fitting.

“We are firm believers that biking is a lifetime sport that can be enjoyed at every level of ability by just about everyone,” explains George Sharman, Learn to Bike program director. “We felt that a fun and easy learning environment with parents engaged in the learning process was the best way to make sure that youngsters get launched into the sport with appropriate skills and not training wheels. We set a strong foundation emphasizing safety and fun to keep these kids biking for life,” he added.

Once kids have officially learned to pedal, they receive a bike medal and have their photo taken if they want, and have it included inside the store alongside other class “graduates.”

### **Bike Trade Up**

Supporting and encouraging a love of cycling in children depends on keeping them on the right sized bike through their childhood and teen years. The Bike Trade Up program offered by all Bicycle Village locations, mimics the Junior Trade In program for skis and snowboards for youngsters during the winter. Bikes purchased at any Bicycle Village can be returned within two years to receive up to 50 percent off the original bike’s purchase price on the next sized bike--ensuring that every child can be properly fitted as they continue to grow. Free annual bike checks are also included and this offer is also good for used bikes.

“The real inspiration for this program is to help create lifetime cyclists through a fun and safe introduction to the sport that gets them on the right bike for their age and size,” offers Dwight DeBroux, area manager for Bicycle Village. “Just as importantly, we want to keep them engaged and enthusiastic about a recreational sport that supports a healthy lifestyle. With our Bike Trade Up program, kids are fitted onto a new set of wheels every summer which we think will rev up their excitement while keeping them on a properly fitted and safety-checked bike,” he concluded.

For details about Learn to Bike, visit [www.bicyclevillage.com](http://www.bicyclevillage.com). To reserve a spot, parents simply need to call their preferred location and book a reservation.

**Aurora:** (303) 750-1064; 2802 S. Havana St.

**Colorado Springs:** (719) 265-9346; 2450 Montebello Square Drive

**Boulder:** (303) 440-8525; 2100 28th Street

**Littleton:** (303) 978-9699; 8100 West Crestline Ave., Unit B

**Westminster:** (303) 421-4001; 9170 Wadsworth Parkway

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#### **About Vail Resorts Retail**

Vail Resorts Retail operates more than 220 specialty stores in and around owned and operated Vail Resorts mountain resorts and urban ski areas, including Vail, Beaver Creek, Whistler Blackcomb, Breckenridge, Keystone, Heavenly, Northstar, Kirkwood, Stowe, Afton Alps, Mt. Brighton, Wilmot, and Stowe. Shops are also located in select non-Vail Resort's destinations in Aspen, Telluride, and Winter Park. In addition to these mountain resort locations, Vail Resorts Retail also operates in Colorado's Front Range, Northern California and Minneapolis. These stores focus primarily in winter recreation of ski and snowboard for both retail and rental but also offer gear and services for a variety of outdoor recreational activities, including hiking, camping, biking and more.

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