

**FOR IMMEDIATE RELEASE**

CONTACT:  
Libby Hurley,  
Erik's Bike and Board Marketing Manager  
Tel: 952-351-8349  
Fax: 952-885-0686  
[lhurley@eriksbikeshop.com](mailto:lhurley@eriksbikeshop.com)



**ERIK'S BIKE AND BOARD ANNOUNCES THE GRAND RE-OPENING CELEBRATION OF  
THEIR NEWLY EXPANDED STORE IN EDEN PRAIRIE, MN**

Thurs. May 12 – Sun. May 15, 2011  
Instant Coupon Savings for everyone who walks in the door!

*Enter to Win \$100 Erik's Gift Card | Enter to Win \$250 BG Fit Session*

**Bloomington, MN, - May 9, 2011** - Erik's Bike and Board, ([www.eriksbikeshop.com](http://www.eriksbikeshop.com)), voted *Best Bike Shop in the USA*, announced the Grand Re-Opening Celebration for their newly expanded Eden Prairie store at 16750 Main Street, located on the NW corner of Hwy 5 and Eden Prairie Rd, near Kowalski's Market.

Just over a year ago, Erik's Bike and Board announced the move and expansion of their Eden Prairie Shop to its current location. Today, Erik's Bike and Board announced the continued expansion of their Eden Prairie Shop. "We are focused on providing the best possible shopping experience for our customers", said Erik Saltvold, CEO and Founder of Erik's Bike and Board. "With this recent expansion, we are able to offer a broader product selection, a larger service area and a new BG Fit bicycle fit lab, designed for private bicycle fitting sessions."

***Get Ready Eden Prairie – It's a Cycling Nirvana!*** Come on in and see why Erik's has been *Voted the Best Bike Shop* in Eden Prairie, the Twin Cities, and the USA! Erik's has the largest selection of bikes and cycling gear in the Western Suburbs. Erik's is your source for *Specialized* Bikes and Gear.

This *Specialized* Elite store is an ideal location for avid and casual riders alike. With a full assortment of *Specialized* bikes to choose from: Road, Mountain, Commuting, Women's, BMX and Kids Bikes – plus all the latest in cycling gear, accessories and apparel – our newly expanded Erik's Bike and Board is the place for cyclists in Eden Prairie, Chaska and Chanhausen.

Stop in and find sparkling new displays throughout the store and an expert staff to welcome customers – which all equates to a unique retail experience. As a *Specialized* Elite location, Erik's Bike Shop in Eden Prairie offers innovative products such as the *S-Works* and *Specialized Women* bikes and gear and the *Roubaix*, the best performance road bike built for the endurance rider. *Stop in and see what Specialized products can do for you and how they can change your ride.*

In addition to their extensive product selection, Erik's Bike and Board offers mechanical service and BG Fit professional bicycle fitting. Additional services Erik's Bike and Board offers to all their customers include: free helmet fittings, free professional quality assembly, free bicycle tire and tube recycling, free lifetime extended parts warranty and with every bike purchase, a free tune-up, free accessory installation and 2 years of free bicycle adjustments.

Starting **Thursday, May 12 and running through Sunday, May 15**, Erik's Bike and Board is rolling out the red carpet with fantastic Ride What You Really Want Sale deals on bikes and gear! During the Grand Re-Opening, enter to win fabulous prizes and pick up sweet instant coupons to add to your savings! *Winners will be announced on Erik's Bike and Board Facebook page – Join today at <http://www.facebook.com/eriksbikeshop>.*

Erik's Bike and Board is proud to offer exceptional products from *Specialized*, *Raleigh*, *Cannondale* and *Haro* bikes to name a few. No matter the look, price or brand you need, Erik's Bike and Board has you covered from head to toe - we have everything you need to get out and ride.

**About Erik's Bike and Board**

Erik's Bike and Board is a leading bike and snowboard retailer with 18 locations and growing: 14 locations in Minnesota, 3 locations in Madison, WI and a brand new store in Eau Claire, WI. For information on Erik's Bike and Board products and events, go to [eriksbikeshop.com](http://eriksbikeshop.com).

--##--