

FOR IMMEDIATE RELEASE

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**Get Your Kid Ready for Skiing and Snowboarding
at Erik's Bike and Board Shop
NEW - Kid's Downhill Ski & Snowboard Lease Program**

Bloomington, MN, - Oct. 31: Setting your children up with **ski** or **snowboard** gear for the season just got a whole lot easier. Erik's Bike and Board Shop – your local shop for downhill ski and snowboard sales & service – now also offers **seasonal leasing for kids skis and snowboards!**

Round up the kids and bring them down to your local Erik's Bike and Board Shop to size them for seasonal lease equipment. Our lease packages are reasonably priced, include two durable padded equipment bags and come with an affordable buy-out option if you decide to keep the equipment at the end of the season.

Lease equipment supplies are limited and you will save yourself some stress by getting your lease set-up before the snow flies!

Why Lease for Kids at Erik's Bike and Board Shop?

With Ski or Snowboard Lease Packages at only \$199, leasing is a great way to outfit growing kids for the season - it makes sense and it's so easy!

- No more waiting in rental lines for equipment.
- No more paper work to be filled out each time your child skis or boards.
- Be secure knowing that your child has the correct sized equipment - all lease equipment is custom fitted.
- Each lease package includes 2 padded, durable equipment bags pre-tagged with your child's name.
- Your child will enjoy the benefits of having a complete set of ski or snowboard equipment all season long!

Easier to Learn the Sport

With leased equipment, you are secure in the knowledge that your child has the right size equipment and is properly tuned. "Poorly-fit equipment can affect a child's ability to learn," said Erik Saltvold, CEO and Founder for Erik's Bike and Board Shop. "It's a piece of cake when the equipment fits right."

Erik's Ski or Snowboard Lease Package

\$199.99

- Skis or Snowboard
- Boots and Bindings
- Padded boot bag and padded ski/board bag each *pre-tagged* with your child's name.
- Premium equipment properly sized, prepped and tuned upon receipt.

Lease equipment supplies are limited! [Lease Program Details](#)

Stop in to an Erik's Bike and Board Shop and reserve your child's gear today!

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 their brand new store in Eau Claire, WI. For information on Erik's Bike and Board products and events, go to eriks bikeshop.com.

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