

FOR IMMEDIATE RELEASE

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**ERIK'S BIKE AND BOARD KICKS OFF THE SKI AND SNOWBOARD
SEASON WITH FREE LIFT TICKETS**

Mon. Dec. 7 – Sat. Dec. 12, 2009

Free Buck Hill Kids Lift Tickets given away each day!

Bloomington, MN, - Dec. 4, 2009 - Erik's Bike and Board has teamed up with Buck Hill to offer Twin Cities residents a fun way to get out and have fun in the snow - free lift tickets!

All week long, starting Mon. Dec 7 through Sat. Dec. 12, stop by any Twin Cities Erik's Bike and Board and get a free Kids lift ticket worth \$30! Ticket valid only on Sat. Dec. 12 at Buck Hill. Lift tickets are valid for kids 12 years old and younger. Note: Kids 5 and younger ski and board for free at Buck Hill, with a paid adult. One ticket per person, while supplies last. No purchase necessary.

At Buck Hill on Sat. Dec. 12, **Ride Snowboards** will be on hand to offer free test rides of the best new snowboards in the business from 10 AM – 3 PM. **Kids Parade:** Join Buck Hill's cast of characters for a fun ride up the magic carpet at 1:30 pm. All are welcome for this fun annual event. Just meet at the bottom of the magic carpet at 1:25pm. There will also be some great music rockin' Buck Hill courtesy of **93X**. And, be sure to bring a toy for the **Toy's for Tot's drive** at Buck Hill. The 1st 100 people to donate will receive a free \$10 gift card for Erik's Bike Shop.

For more details, stop into any Twin Cities Erik's Bike and Board or log onto our website <http://www.eriksbikeshop.com>.

About Erik's Bike and Board

Erik's Bike and Board is a leading bike and snowboard retailer with 16 locations and growing: Bloomington, Burnsville, Coon Rapids, Dinkytown, Eagan, Eden Prairie, Maple Grove, Roseville, Rochester, St. Cloud, St. Louis Park, Vadnais Heights, Woodbury and 3 locations in Madison, WI. For information on Erik's Bike and Board products and events, go to eriksbikeshop.com.

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