

**FOR IMMEDIATE RELEASE**

**CONTACT:**

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



**ERIK'S BIKE SHOP ANNOUNCES THE GRAND RE-OPENING CELEBRATION  
OF THEIR NEW SHOP IN EDEN PRAIRIE**

Thurs. April 22 – Sun. April 25, 2010

*Big Instant Savings – each day of the Grand Re-Opening!*

**Eden Prairie, MN, - April 19, 2010** - Erik's Bike Shop announces the Grand Re-Opening Celebration of their new bike shop at 16570 Main Street, located on the NW corner of Hwy 5 and Eden Prairie Rd, near Kowalski's Market.

Erik's Bike Shop will be celebrating their Grand Re-Opening with a ribbon-cutting ceremony on Thurs. April 22 at 11:15am, organized by the Eden Prairie Chamber. Stop on by and join in on the fun!

Although Erik's Bike Shop has been in Eden Prairie since 1995, Erik felt it was time to find a more visible and larger location to serve the Eden Prairie community. Well, the doors opened last January and with a broader selection of products and a larger service and bike fitting departments, response from their customers has been overwhelming positive.

Stop in and find bikes for all ages and for every style of riding, sparkling new displays throughout the store and an expert staff to welcome customers – which all equates to a unique retail experience. "The store has a much more spacious feel," Erik's Bike Shop owner and founder Erik Saltvold said. "It will be a great experience for our customers. Stop on by and take a test ride today!"

At Erik's Bike Shop Grand Re-Opening Event find **Amazing Instant Savings on top of already Huge Sale Prices, plus enter to win fun prizes** only at the Eden Prairie store. Hurry, 4 days only: Thurs. April 22 through Sun. April 25!

As the USA's number one dealer for Specialized and Raleigh, Erik's Bike Shop offers an amazing selection of bicycle styles and models. "Find every type of bicycle and gear for every type of rider, from beginner to an accomplished." said Erik Saltvold. No matter the look, style or price, Erik's Bike Shop has you covered from head to toe - we have everything you need to get out and ride. See you at the Eden Prairie Grand Re-Opening!

**About Erik's Bike Shop**

Erik's Bike Shop 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 Shop products and events, go to [eriksbikeshop.com](http://eriksbikeshop.com).

-#-