

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 Cascade Adult Lift Tickets given away each day!

Madison, WI, - Dec. 4, 2009 - Erik's Bike and Board has teamed up with Cascade Mountain to offer Madison residents a fun way to get out and have fun in the snow - free lift tickets!

Erik's Bike and Board has Free Lift Tickets for Cascade Mountain!

All week long, starting Mon. Dec 7 through Sat. Dec. 12, stop by any Madison Erik's Bike Shop and get a free Adult lift ticket worth \$49! Ticket valid for Sat. Dec. 12 or Sun. Dec. 13 at Cascade Mountain.

Pick up your free lift ticket starting Mon. Dec. 7 through Sat. Dec. 12! One ticket per person, while supplies last. Tickets only available at Erik's Bike and Board. No purchase necessary.

For more details, stop into any Madison 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, ski and snowboard retailer with 3 Madison locations. Erik's Bike and Board is the number one dealer in the world for Specialized Bicycles and Raleigh Bicycles. Erik's Bike and Board was recently voted the #1 Bikes Shop in the USA. Erik's Bike and Board is a leading dealer for Forum and Ride Snowboards. Erik's expanded their product line this year to offer skis and all the gear to go with them. For information on Erik's Bike and Board products and events, go to eriksbikeshop.com.

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