

## FOR IMMEDIATE RELEASE

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## Erik's Bike & Board Shop 13th Annual Walloping Warehouse Sale Event Warehouse Sale Dates: September 14 - 18, 2011

**Sept. 9, 2011 - Bloomington, MN** - Once a year, Erik's Bike Shop opens their warehouse to the public for outstanding deals on overstock and clearance items. Not only will there be an amazing selection of bikes, alpine skis and snowboards, but all the gear to go with them – helmets, apparel, winter jackets, pants, boots, bindings, car racks...the list goes on – you have to stop in to see the full selection! ***Mark your calendars for the biggest sale ever!***

### **ONLY AT ERIK'S WAREHOUSE IN BLOOMINGTON!**

Stop by their WAREHOUSE at 9201 PENN AVE S. in BLOOMINGTON for their biggest clearance event of the year. Only 5 days to save at the biggest clearance event ever on bikes, alpine skis snowboards and all the gear to go with them!

### **Special Sale Hours:**

|                         |                  |
|-------------------------|------------------|
| Wednesday, September 14 | 4:00pm – 9:00pm  |
| Thursday, September 15  | 11:00am – 9:00pm |
| Friday, September 16    | 11:00am – 9:00pm |
| Saturday, September 17  | 10:00am – 7:00pm |
| Sunday, September 18    | 10:00am – 7:00pm |

**Get here fast!** - Shop early for the best selection.

### **Directions to Erik's Warehouse:**

Erik's Bike Shop warehouse is at 9201 PENN AVE S., at 92<sup>nd</sup> and Penn Ave, just west of Highway 35W in Bloomington. Take the 90th St. exit off of Hwy 35W and head west. Take a left at Penn Ave. Look for the red tents!

### **EXTRAS FOR OUR CUSTOMERS**

- Pick up Pre-Season Ski and Snowboard 50% off Service Coupons
- Apply for 6-month interest-free financing at the Sale!
- Meet and learn about clubs and events: Blizzard Ski and Snowboard Club, Minneapolis Bike Tour, Autumn Classic and more!
- Re-Cycle your Cycle: Trade-in Adult or Kids Bikes or Donate your Kids Bikes to FreeBikes4Kidz.com
- Industry Reps from Specialized, Cannondale and Raleigh
- Show your support for High School Mountain Bike Racing – Coming soon to MN High Schools!

### **RE-CYCLE YOUR CYCLE**

Trade in your used adult or kids bicycle or Donate your kids bike at Erik's Walloping Warehouse Sale! Bring your old bike to Erik's Warehouse Sale - receive store credit for your purchase at Erik's Warehouse Sale. (Not redeemable for cash).

- Trade-in and donations reviewed only at Warehouse Sale site, and only during special sale hours.
- Credit for trade-in will be given for appropriate amount, subject to all normal store credit terms and conditions.

- Offers will be made on all safe, operable/ride-able bikes. Mass merchant/dept store brands will not be accepted for trade-in: Huffy, Schwinn, Pacific, Next, etc.
- \$10 minimum credit for all accepted trade-in bikes. \$10 coupon for all accepted kids donated bikes
- One bike trade-in per person. One coupon per person for donated bike.

**About Erik's Bike and Board Shop**

Erik's Bike and Board Shop is a leading bike, alpine ski and snowboard retailer with 18 locations and growing: Bloomington, Burnsville, Coon Rapids, Dinkytown, Eagan, Eden Prairie, Maple Grove, Minnetonka, Rochester, Roseville, St. Cloud, St. Louis Park, Vadnais Heights, Woodbury, three stores in Madison, WI and our new store in Eau Claire, WI. For more information on Erik's Bike and Board Shop's products and events go to [www.eriksbikeshop.com](http://www.eriksbikeshop.com).

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