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FOR IMMEDIATE RELEASE**West Virginia % Huntington Cycle & Sport Launches Poster Contest to Promote Kids Riding Bikes to School**

Huntington, WV—January 29—Huntington Cycle & Sport is partnering with Saris Cycling Group, a manufacturer of bicycle racks and cycling training products, to launch a poster contest to get fifth graders to think about the benefits of the bicycle. The contest is asking 5th grade students to create a poster around the theme “Bicycling takes me places!” The purpose of the contest is to promote youth riding bicycles as a way to lead an active lifestyle.

One winner will be selected from each state to receive a bike, bike light, and helmet. One National winner will win a trip to the 2013 National Bike Summit in Washington DC and their school will receive bicycle parking to park twenty bikes and a bike/walk tracking system called The Hub.

“The contest provides a fun activity to get students excited about learning and provides teachers a creative way to introduce healthy living concepts,” said SCG Advocacy Coordinator Heather Fortune. “This is a great way to encourage fifth graders to simply think about the places a bike can take them, for fun or for transportation.”

To learn more about the SCG Poster Contest or to participate contact Stacy Bisker at asimplesix@gmail.com. Also visit www.sariscyclinggroup.com/postercontest.

About Saris Cycling Group

Saris Cycling Group, Inc. is located in Madison, WI. Saris Cycling Group is an industry leader committed to bicycle advocacy and manufactures Saris Car Racks, Saris Parking and Storage Solutions, CycleOps PowerTap, and CycleOps Trainers. For more information, visit www.sariscyclinggroup.com/postercontest.

About Huntington Cycle & Sport

Huntington Cycle & Sport is an independently owned and operated bicycle shop in Huntington, WV. The shop offers bicycle services, maintenance and a variety of bikes that include the following brands: Cannondale, Fuji, Linus and Yuba. For more information, visit www.huntingtoncycleandsport.com.

About Schwinn Bicycles

Schwinn makes bikes that allow riders of all ages and abilities to experience the joy of riding. The bikes are built to the Schwinn Quality standard, with over 100 years of cycling heritage, passion and expertise. For more information, visit www.schwinnbikes.com.

About Planet Bike

Planet Bike is located in Madison, WI and manufactures bicycle parts and accessories. Planet Bike donates 25% of profits each year to improving conditions for bicycling. For more information, visit www.planetbike.com.

About Lazar

Lazer is the oldest helmet producer in the world. Lazersport provides quality helmets for every kind of cycling. For more information, visit www.lazersport.com.

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