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For Release

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WNC Bike Expo at Blue Ridge Community College on March 27



Whether you are a novice or an expert cyclist, there will be something for everyone at the 2010 WNC Bike Expo on Saturday, March 27 at Blue Ridge Community College.

Local experts in various fields of bicycling including fit experts, mechanic and technical experts will provide information on how to buy and maintain your bike along with tips on personal training. Local trip cyclists will provide valuable information on where to ride your bike, whether mountain, road, commuting, cycling routes through town, or just for fun.

The WNC Bike Expo takes place from 8 a.m. to 12 p.m. at the Blue Ridge Conference Hall on the campus of Blue Ridge Community in Flat Rock, North Carolina, conveniently located off Interstate 26. Admission is free compliments of the event sponsors.

Participating local bicycle businesses will display bikes and accessories and will be available to answer any questions about their products and services. To add to the fun and excitement, door prizes will be offered, as well as screenings of two favorite cycling movies, *Breaking Away* and the beautiful *Triplets of Belleville*.

Planned events for the Expo include the following:

Riding Venues: This seminar will be for both road, mountain, or just for fun around town. Presenters will have maps. Local tour leaders and expert cyclists will be on hand to discuss the best places to ride.

Mechanical: This seminar will cover the basics to make sure your bike is ready to ride in the Spring along with tips and tricks road side (or trail side) survival tactics to fix your bike.

Fit Seminars for Adults and Children: This seminar will help individuals know if a bike properly fits them along with examples of good and bad fits, how to know the differences, and how fit can impact your cycling and your body.

Commuting: Thinking about using your car less and ride your bike to work? The commuting seminar will answer your questions about how to do it safely, enjoyably, and within budget.

Event sponsors include Appalachian Bicycle Institute, Blue Ridge Community College Small Business Center, Blue Ridge Innovation Network, Asheville on Bikes, Asheville Bicycle Racing Club, Bicycle Company, Blue Ridge Bicycle Club, Cane Creek, Chain Heart Cycling Studio, Hems Cycling and Fitness, Melons Cycles, Motion Makes, Pro Bikes, Rollrite, Ski Country, and UNCA Bike Club.

According to Jenny Kallista, founder of Appalachian Bicycle Institute, Western North Carolina is a paradise for cyclists, so all participants will leave the Expo with a full array of information about how to take advantage of it!

For more information, go to www.blueridge.edu/business_person/events/bike.php or contact Gary Heisey at (828) 694-1779.

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