

GROUP LEVINSON

For more information
photography, or to schedule an
interview, please contact:
Leo Levinson - 215-627-3030
Leo@GroupLevinson.com

FOR IMMEDIATE RELEASE:

KESWICK CYCLE TO OPEN STORE IN WEST PHILADELPHIA IN AUGUST

New University City Store Is The First In Marketing Expansion Plans Designed To Position Company As The Region's Leading Bicycle Retailer.

(GLENSIDE, PA) Brian Hackford and Dave Kaplan, owners of Keswick Cycle, with stores in Glenside, PA and Cherry Hill, NJ, announced the opening of the company's third store, to be located at 40th and Locust Streets. The opening is scheduled for the end of August, to coincide with the beginning of the new school year at the University of Pennsylvania, Drexel University, and other institutions in West Philadelphia. The 4,000 square foot store will feature what is most likely the largest bicycle maintenance shop in Center City and West Philadelphia, staffed by Keswick Cycle's highly trained, award winning mechanics. To put its slogan, "Experience Biketopia!", into practice, Keswick Cycle will also feature one of the largest selections of bicycles & accessories in the area, including leading brands like Cervelo, Cannondale, Specialized, Electra, Raleigh, and others.

Keswick also plans to follow its tradition since its founding in 1933 of being the neighborhood family bike shop. Says Hackford, "Community involvement is part of our DNA. For years, we have supported many non-profit

organizations, like Neighborhood Bikeworks and Gearing Up, that are active in West Philadelphia. Now we plan to strengthen those relationships and add to them, including working with a number of University, neighborhood organizations, and schools to help make safe cycling and cycling activities more accessible to more people.”

Keswick Cycle also plans to have a Bicycle Fit Studio in its 40th and Locust Street store where triathletes, competitive riders and road cyclists who live in West Philadelphia and Center City can be personally fitted for technical bicycles and accessories. Keswick will also have a large selection of clothing brands and accessories for triathletes like Zoot, Orca, 2XU, and others.

Keswick Cycle has other locations planned for New Jersey and Pennsylvania, but most likely it will be a year or so before these open. The company’s next step is to build a regional logistics center to support its growth strategy. As Hackford states, “we want to do things right and make sure that we will not only be the biggest, but the best. This means never sacrificing customer service.”

Founded in 1933, Keswick Cycle currently operates two full service retail shops - in Glenside, PA (408 N. Easton Rd., 215-885-7433) and in Cherry Hill, NJ (305 East Rt. 70, near the Marlton Circle, 856-795-0079). From training wheels to triathlon, Keswick offers a complete range of bicycles and accessories for the beginner to the advanced racer, together with award-winning customer service, instruction, and maintenance services. In 2010, Keswick Cycle was awarded Retailer of the Year by the Philadelphia Chamber Of Commerce. For more information, visit: www.KeswickCycle.com # # #