

GROUP LEVINSON

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FOR IMMEDIATE RELEASE:

WOMEN'S CYCLING DAY PLANNED FOR JUNE 18, FOR WOMEN CYCLISTS OF ALL AGES AND ABILITIES

(GLENSIDE, PA) Brian Hackford, president and owner of Keswick Cycle, located in Glenside, PA and Cherry Hill, NJ, announced plans for its second annual Women's Cycling Day on June 18 from 11 a.m. until 3 p.m. The free event, especially for female cyclists of all ages and riding abilities, will be held in at the Manayunk Diner parking lot on Main Street in Manayunk.

Activities planned include seminars on flat repair and bicycle safety. Women's cycling clothing and equipment will be featured, as well as local bike clubs. Keswick will provide refreshments. Attendees will be able to test ride many different styles of mountain and road bikes by Cannondale, Specialized, and Cervelo. According to Keswick's event director Lauren West, "Every year this event grows in attendance, illustrating the growing interest in cycling by women of every riding skill level, from training wheels to triathlon. At Keswick Cycle's Women's Day, women and girls can meet other female cyclists, have questions answered about cycling, try out a new style of bike, and even learn how to fix a flat tire. It's always a lot of fun meeting and greeting everyone."

West is also asking people to bring any unwanted cycling apparel, shoes, saddles, etc., which they can drop in a special collection area. The lightly used items will be given to Gearing Up. Gearing up is a local non-profit organization that helps women in transition embrace cycling as way to support their physical, emotional, and social needs. There will also be a raffle to benefit Gearing Up, with cycling prizes provided by Keswick Cycle.

Founded in 1933, Keswick Cycle 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

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