

## For Immediate Release

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### Bicycle Garage Indy and BGI Fitness Sponsor Nine13sports

**Indianapolis, IN – August 5, 2014** – Nine13sports is excited to announce that Indianapolis' largest bicycle retailer, Bicycle Garage Indy, and their subsidiary BGI Fitness, are the newest sponsors of their bicycle-focused nonprofit. This new corporate relationship will combine financial sponsorship with program partnership for one year.

"We've been very impressed by the programs Nine13sports has created," said Scott Helvie, Chief Operating Officer of Bicycle Garage Indy/BGI Fitness. "The funding model for their Kids Riding Bikes programs focuses on tangible and meaningful partnerships with corporate entities that mutually serve the Central Indiana community."

Helvie added, "We view this new relationship as an exciting cross between our corporate philanthropy and a connection to our corporate marketing for both our bicycle-focused operations and our BGI Fitness endeavors."

This relationship marks another era of growth for Nine13sports as Bicycle Garage Indy and BGI Fitness will serve as organization-wide partners to the nonprofit versus funding programs that benefit specific schools. It also represents the first industry-exclusive sponsorship to which Nine13sports has committed. Bicycle Garage Indy and BGI Fitness will be the exclusive local bicycle and fitness equipment retailers for Nine13sports.

"Over the last 12 months, corporate marketing dollars have represented the vast majority of our funding model and have typically been earmarked for specific school programs," said Tom Hanley, Executive Director at Nine13sports. "We've recently seen an enormous increase in inquiries about expanding beyond program-specific funding. There has been a push from corporations interested in being associated with Nine13sports' services on a much larger scale."

Hanley continued, "This relationship with Bicycle Garage Indy and BGI Fitness highlights the versatile appeal of our nonprofit initiatives and willingness to work closely with the corporate community to grow and adapt our operating methods to better suit their needs."

While financial terms of the relationship are undisclosed, the benefits to Bicycle Garage Indy and BGI Fitness include branding on the Nine13sports trailer, Nine13sports programs provided at several choice Bicycle Garage Indy events, and Nine13sports promotion of both entities as their exclusive bicycle or fitness equipment related community partners.

The funds derived from this new relationship will go towards subsidizing Kids Riding Bikes programs through the support of the nonprofit's general operating costs. It is an arrangement that allows Nine13sports to continue to grow as an organization that serves Central Indiana with their passion to create a healthier and fit community through bicycling.

*Nine13sports is a Central Indiana 501(c)(3) nonprofit organization that promotes health, wellness, and exercise for local youth between the ages of 8 and 18, using bicycling as the gateway. We have created a unique program in which we have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools and other community organizations. In addition to individual betterment of health and fitness, our programs promote community, teamwork and mutual respect for one another. Our vision is to use the art and sport of bicycling to teach and positively influence our participants and leave a lasting impact. For additional information please visit [www.nine13sports.org](http://www.nine13sports.org) or email [info@nine13sports.org](mailto:info@nine13sports.org).*

*Bicycle Garage Indy promotes and supports healthy lifestyle changes in the Central Indiana community by providing a retail experience that "wows" its customers and delivering the following value-added services, 1) educating customers about how to use its products for a healthier lifestyle; 2) building excitement for the use of its products and provide the motivation for a healthier lifestyle, and 3) expanding the opportunities for a healthy lifestyle by increasing the venues for safe and fun cycling. BGI Fitness offers unparalleled customer service, broad equipment and accessory selection and excels in providing the right equipment that will help our customers achieve their exercise goals. For more information visit [www.bgindy.com](http://www.bgindy.com) (Bicycle Garage Indy) and [www.bgifitness.com](http://www.bgifitness.com) (BGI Fitness) or call 317-842-4140 (BGI North), 317-885-7194 (BGI South), or 317-612-3099 (BGI Downtown)*