

For Immediate Release

Contact: Tom Hanley (Nine13sports)
Connie Szabo Schmucker (BGI/BGI Fitness)
Cell: 614.395.8210 (Tom) / 317.777.9630 (Connie)
Email: media@nine13sports.org (Nine13sports)
cschmucker@bgindy.com (BGI/BGI Fitness)



Bicycle Garage Indy and BGI Fitness Sponsor Nine13sports

Indianapolis, IN – August 17, 2015 – Nine13sports is excited to announce that Bicycle Garage Indy and BGI Fitness have committed to a second year of supporting Kids Riding Bikes, as Nine13sports continues to expand its nationally recognized youth fitness programming.

“Bicycle Garage Indy and BGI Fitness were very pleased with our first year of sponsoring Nine13sports,” said Scott Helvie, chief operating officer of Bicycle Garage Indy and BGI Fitness. “Nine13sports has been a great partner in supporting our special events, but the biggest reason we are involved is because Nine13sports gets kids riding bikes and, in turn, improves the health and wellness of today’s youth.”

The relationship will enable the expansion of Kids Riding Bikes programs through the support of the nonprofit’s general operating costs, allowing Nine13sports to continue using bicycling to create a healthier, fitter Central Indiana community. Over the last 12 months, Nine13sports has provided over 20,000 youth interactions to Central Indiana school districts. Corporate partners and foundations support the programming, so services have been provided at no cost to schools and districts.

“Our operations thrive in partnership with organizations that value providing amazing opportunities for youth,” said Tom Hanley, executive director for Nine13sports. “A second year of support from Bicycle Garage Indy and BGI Fitness highlights not only our focus on establishing strong corporate engagement but also our dedication to growing our existing relationships so we can benefit the community year after year.”

The benefits to Bicycle Garage Indy and BGI Fitness include branding on the Nine13sports trailer, Nine13sports programs at several Bicycle Garage Indy events and Nine13sports promotion of both entities as their exclusive bicycle- or fitness-equipment-related community partners.

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 or email 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 (Bicycle Garage Indy) and www.bgifitness.com (BGI Fitness) or call 317-842-4140 (BGI North), 317-885-7194 (BGI South), or 317-612-3099 (BGI Downtown)