

For Immediate Release

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Bicycle Garage Indy and BGI Fitness Extend Partnership with Nine13sports

Indianapolis, IN – July 25, 2016 – Nine13sports is pleased to announce that Bicycle Garage Indy and BGI Fitness have extended their relationship of supporting the nationally recognized Kids Riding Bikes programming for a third year of corporate partnership as the nonprofit continues to grow in Central Indiana and eyes expansion across the country.

Being a small part of the growing successes of Nine13sports has been very gratifying. We look forward to another year of partnership with Nine13sports and supporting their efforts to get even more kids riding bikes and pursuing a healthy lifestyle,” Scott Helvie, Chief Operating Officer, Bicycle Garage Indy / BGI Fitness. “Bicycle Garage Indy and BGI Fitness have been very pleased with Nine13sports and they’ve been a great resource with supporting our special events. However, the most important reason we are involved is the connection with getting kids riding bikes and, in turn, improving the health and wellness of today’s youth. Nine13sports’ number of quality interactions introducing kids to a healthy lifestyle is second to none.”

Over the last two years, Nine13sports has provided over 45,000 youth interactions to Central Indiana school districts. Funding has been generated through corporate partners and foundations and all services have been provided at no costs to schools and districts.

“Our operations are supported by creating and sustaining corporate relationships that help provide amazing opportunities for youth,” said Tom Hanley, executive director for Nine13sports, “support from Bicycle Garage Indy and BGI Fitness for a third year highlight that we’re not only focused on creating new corporate engagement, but are committed to growing our existing relationships and providing year over year benefit”

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 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)