



FOR IMMEDIATE RELEASE

**BEACON Cycling is named
one of America's Best Bike Shops for 2014**

August, 2014 – Beacon Cycling & Fitness of Northfield, New Jersey has been named one of America's Best Bike Shops for 2014 by the National Bicycle Dealers Association.

There are approximately 4,000 bike shops in the United States, and less than 300 were chosen to be named "America's Best."

The shops were asked to fill out a detailed application describing what sets them apart from the average store. Mystery shoppers then evaluated the business in more detail by visiting the store, reviewing their website, and contacting the shop by phone to assess the performance from a consumer's perspective.

During the application process, heart-warming stories came in from all over the country of shops that donate bicycles to children, work to find safe routes to schools, build bike trails and organize free rides to get people outside and help them maintain a healthy lifestyle.

The program is designed to help consumers find great stores in their areas that will provide the expertise and professionalism they need to get the most benefit from cycling.

The recipients of the America's Best Bike Shops title not only offer great shopping experiences, but are also rated on their support for their communities, as well as support for bicycle advocacy both locally and nationally.

Response to the new program was positive from the start; especially from smaller shops that are not normally recognized. One store owner wrote: "Exciting stuff! Now maybe smaller shops like ours will have a chance at being recognized." At the same time, the larger retailers agreed and stated "we do what we need to do to be at the top. This can only help the entire industry."

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