

Fun Filled Grand Opening Party at PV Bicycle Center in Palos Verdes California

By PV Bicycle Center

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Completely New Retail Experience in this latest Specialized Concept Store.

Have you made your plans for the Weekend of November 21-23? Unmake them! If you are a cyclist in the Southern California Area, you will want to be in the middle of the bicycle revolution taking place in Palos Verdes that weekend. It will be worth the drive just to feast your eyes on the latest Specialized Concept Store to grace the LA market. PV Bicycle Center will change all your impressions about bike retail environments and set the standard for the future. Then, during this grand opening weekend, there will be a bicycle cornucopia of events, games, group rides, prizes, free stuff, demonstrations, industry super stars, and fun for everyone in the family.

It all starts Friday night with the ribbon cutting 4:00 - 6:00 featuring the Mayor Frank Zerunyan and other dignitaries from the four cities that share the hills of the Palos Verdes Peninsula. Then the focus will turn to the women of the cycling community. The store will have a Diva night led by staff from Specialized Bicycle Company. Diva night starts at 7:00 and is open to anyone who is interested in learning more about cycling from the female point of view. The store would appreciate RSVP's as there will be light fare served.

Then Saturday morning, riders of every type and stripe will be heading out on rides through the amazing roads and trails of the hills of Palos Verdes. Try to concentrate on your riding as you are constantly bombarded by some of the most incredible ocean views and panoramas in the world. Try not to think of your own humble abode as you fly by the mansions of the rich and famous. Be sure to bring plenty of energy bars to give you the extra burst needed for the challenging climbs.

For the Mountain Bikers, Hall of Famer and six-time National Champion, Ned Overend, will lead a group onto the local trails. No one will intentionally be left behind, but this will be an enthusiast's ride.

Also Saturday morning, the ladies will have a ride specifically for them. It is open to all riders. No one will be left behind. Both rides will leave from the new store at 8:00 a.m., but early risers will have free Starbucks coffee at 7:30. For those who would like to sample a new bicycle, the Specialized Demo Truck will be there to provide new 2009 bikes for you to test on these Saturday and Sunday morning rides.

On Saturday from 12:00 - 5:00 there will be booths set up in a mini exhibition of leading edge products for all your cycling needs. Expected exhibitors include Specialized, Look, Raleigh, Mavic, Kona, Fluid Nutrition, Bonk, Sigma, Easton, and Ennervit. Learn about new product breakthroughs and ways to enjoy the sport even more than you already do. Free samples and special sales offers are also part of the day.

For the triathletes, professional tri champion TJ Tollakson will offer a clinic at 3:00. Learn the details of what it takes to compete in triathlons at the highest levels. Get tips on how to train, condition, and shave precious seconds from your times.

Sunday is the show stopper. Owner Steve Bowen spent most of his career as a conductor and arranger of musicals both on and off Broadway, and he knows something about openings. So just plan to spend your whole day at PV Bicycle Center on Sunday, November 23. In the morning after Starbucks and pastries, various rides will head out of the shop depending on your skill level and riding preference.

For the road enthusiasts, Tri champion TJ Tollakson will lead a crew out of the shop at 8:00. Meet at 7:30 for free Starbucks. This will be a fast ride. Other riders will leave at the same time at all levels. There will be appropriate leadership for beginners and intermediate riders.

The party gets into full swing in the afternoon. The shop will be in the hunt for the World Record largest poker game ever held starting at 1:00. Hundreds of attendees will vie for bicycles, racing wheels and pedals, Laker's VIP tickets, boxes of nutritional products, dinners, and dozens of other prizes based on their poker hand. Visit <http://www.pvbike.com> for more about the poker game and prizes.

There will also be a raffle co-sponsored with PV High Schools video production class, Live at 205. Three bicycles, an IPod, and more Laker's VIP tickets are included in the prize list. The drawing does not require attendance to win, but you do have to buy raffle tickets to have a chance. Drawing is at 3:00.

Finally, at 2:00 Sunday afternoon, Steve Bowen will unveil of the winning mural that will be painted on one wall of the store, providing the riders, runners, and drivers coming down Hawthorne a beautiful depiction of life in Palos Verdes. Several local artists are vying for the chance to have their concept on that wall.

Don't pack a lunch. PV Bicycle Center is buying that day. And to make sure you keep in mind the owners love of music, there will be entertainment provided by local artists. For details and directions please visit <http://www.pvbike.com>

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PV Bicycle Center was already arguably the best bike retailer in the entire South Bay area of Los Angeles. Well known for having a state-of-the-art Specialized certified professional bicycle fitting studio, enthusiasts are more than willing to take the scenic trip up Hawthorne Blvd to visit with proprietor Steve Bowen and talk about the racing or touring scene.

The shop carries all types of bikes, apparel, accessories, and parts. They are just as much a family shop selling training wheel bikes, BMX, and Cruisers as the are \$7000 racing bikes, the latest and greatest in Specialized Mountain Bikes, or even electric hybrids.

The new store will offer substantially more inventory and just a very cool place for cyclists to meet and hang out before and after touring the splendiferous terrain in the rolling hills of Palos Verdes.

Category	Sports, Shopping, Hobbies
Tags	bicycles, bike shop, los angeles, southern california, grand opening, specialized bicycles, travel tips, torrance, cycle
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