



FOR IMMEDIATE RELEASE

Interbike Partners with BikeFlights.com to Encourage Attendee Riding in Reno

- Guide to Reno Area Planned for Early Spring -

SAN JUAN CAPISTRANO, Calif. – January 29, 2018 – With the Reno, NV area being very conducive to cycling and the ability to commute around town by bike incredibly easy, Interbike, the largest bicycle industry trade show in North America, partnered today with BikeFlights.com, a bicycle shipping service for cyclists, to offer a simple solution for all Interbike attendees who plan to bring their personal bike along with them.



“There’s a ton of change that attendees will experience at our new home later this year, and one of which is the ability for great riding in and around Reno,” said Pat Hus, Vice President of Interbike. “With this partnership, our audience is easily connected to BikeFlights.com to simplify the process for shipping their bikes for use during the event.”

There will be a variety of riding options in Reno including morning group or individual road rides before the show opens, hitting the dirt just a couple of miles from the convention center and commuting to/from the hotels in the Interbike housing block during the show.

Hus also noted that retailers used to bring their families to Anaheim, CA when the show was located there many years ago to experience the surrounding attractions. He hopes to revive that experience with the Lake Tahoe location and the ease of shipping bikes via BikeFlights.com.

“We want retailers across the country to take advantage of the show being in one of the top vacation destinations in the U.S. and to bring their bikes and experience some amazing sights in the area,” he said.

Interbike will have a large bike parking area during the expo that will be monitored by dedicated security guards. A printed *Interbike Reno Guide* is being produced in conjunction with *Bicycle Retailer and Industry News* that will list area bike trails, maps, bike lanes, restaurant & hotel options and more. The *Interbike Reno Guide* will be shipped with the July issue of *Bicycle Retailer and Industry News*.

“We are excited to work with Interbike 2018 and to help make it more convenient for show attendees to bring their bikes along,” said William Alcorn, owner of BikeFlights.com.

“BikeFlights.com saves you the hassle of taking your bike to, through and from the airports on either end of your trip. Our convenient, door-to-door shipping makes it easy to get your bike to Interbike; it will be waiting for you upon arrival.”

For more information on bike shipping to and from Interbike 2018, please check out our Interbike event shipping guide: <https://www.bikeflights.com/events/Interbike/2018>. Important shipping dates and addresses have been pre-populated for event partner receiving locations to simplify riders’ bike shipping experiences. More ship to locations will be added soon.

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Interbike Marketweek will take place in the Reno Tahoe region beginning with a new consumer demo and festival in North Lake Tahoe, CA, September 15-16, 2018, followed by OutDoor Demo on September 16-17, 2018, and closing with the Interbike Expo September 18-20, 2018.

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About Interbike

Interbike is the leading bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. This is accomplished primarily through indoor trade shows, industry and consumer demo experiences, and high-level educational conferences. Established in 1982, Interbike and its events provide the platform for critical face-to-face business interaction, product line previews and media launches, sales lead generation, trend-setting, networking and retail education.

Interbike is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of its shows dating back several decades. The company operates more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Emerald Expositions' events connect over 500,000 global attendees and exhibitors and occupy more than 6.7 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve.

More information about Interbike can be found at www.interbike.com

About BikeFlights.com

BikeFlights.com is the leading bicycle shipping service for cyclists. We make it convenient, reliable and affordable for you to get your bike to wherever you want it to go, whether it's for your next event, vacation or work trip, or it's headed to its new owner. With our Best Way Guarantee, you get the best service, delivery and price guaranteed with each shipment. Join the over 250,000 cyclists who have used BikeFlights.com since 2009.

For more information, visit www.BikeFlights.com.

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