



FOR IMMEDIATE RELEASE

PeopleForBikes to Kick Off Industry Breakfast With Panel Discussion on Boosting Cycling and Unveiling of New Retailer Program

- John Venhuizen, CEO of ACE Hardware, Will Deliver Keynote Speech -

SAN JUAN CAPISTRANO, Calif., – Aug. 28, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced further details of the annual Industry Breakfast that it is presenting in conjunction with PeopleForBikes and the National Bicycle Dealers Association on Tuesday Sept. 18, the opening day of the show.

Joining the previously announced keynote speaker, John Venhuizen, president and CEO of ACE Hardware, is Tim Blumenthal, president of PeopleForBikes, the nation's leading bike advocacy organization. Blumenthal and his team will introduce a new PFB initiative called Ride Spot and moderate a panel discussion titled, "Powerful Business-Building Strategies to Get More Kids and Adults Riding Bikes."

The panelists for the breakfast session are experienced leaders with histories of success in cultivating ridership, building communities, and inspiring others: Brandee Lepak, Austin McInerny, and Robert Ping.

Lepak is the owner of Global Bikes, the founder and executive director of Trips for Kids Phoenix, and board chair of the National Bicycle Dealers Association. McInerny has served as president of the National Interscholastic Cycling Association, the largest youth mountain biking organization in the United States, since 2012. Ping, the national executive director of Trips for Kids, is a youth bicycling expert and social equity advocate who has facilitated pedestrian-and-bicycling initiatives in more than 50 communities.

"The challenges facing the bike industry and bicycle retail are complex," said Blumenthal. "PeopleForBikes strives to address them in a variety of ways. For example, we've worked closely with retailers to develop a new program, Ride Spot, to help them better engage with the 29 million Americans who ride a bike fewer than five days a year. The panel we're presenting at the Industry Breakfast will focus on other proven strategies to get more kids - and ultimately adults - out on bikes."

Following the PeopleForBikes presentation, Venhuizen will deliver a keynote address titled, "How Brick and Mortar Businesses Can Win the Battle for Relevance and Consumer Preference," in which he shares how ACE Hardware Corporation's 5,000+ independent store owners compete and win against the Goliaths of the retail world. His presentation is the first of three informative, power-packed sessions in the IBD Summit at Interbike - a new retail education track that is offered free of charge to registered attendees of the show.

To accommodate this expanded content, the Industry Breakfast has a new two-hour format in 2018. As always, attendees are encouraged to arrive early. Doors open at 7:15 for the first-come, first-served event, which includes a complimentary hot breakfast and is capped at 700 attendees. The program starts at 8:00 and concludes shortly before the tradeshow opens at 10 a.m.

Interbike Marketweek will take place in the Reno Tahoe region beginning with the Northstar Free-Ride Festival in North Lake Tahoe, CA, September 14-16, 2018 (with bike demos taking place on September 15-16). OutDoor Demo will run from September 16-17, 2018 for members of the trade, followed by the Interbike Expo in Reno, NV on September 18-20, 2018.

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, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

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

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