

We're thrilled to announce the upcoming arrival of southeast Nebraska's newest and most innovative bicycle and fitness resource: **Joy Ride Bicycles**.

It's a brand that will make its home starting this spring in our **6,000 sq. ft. facility and showroom located next to Lincoln's busiest bicycle trail**. But it's a brand that means more than our flagship store or the premium-quality equipment we'll fill it with.

*Joy Ride represents our staff and our passions.*

We're a group with more than **35 years of experience in bicycle retailing and marketing**. We're **professional cyclists and health experts**. Most importantly, we're people devoted to using our headquarters as a place to **promote cycling and health in Nebraska like never before**.

**Our goals are simple:**

*Develop riders, be they beginners or professionals.*

*Provide the best road, triathlon and mountain bicycles in the state.*

*Build positive relationships with our customers and the community.*

*Help you enjoy the ride.*

**[www.joyridenebraska.com](http://www.joyridenebraska.com)**



**We're here to help you enjoy the ride.**

My name is David Kosark, and I'm the primary owner and operator of Joy Ride Bicycles. We've sent you these materials to begin promoting the early April arrival of our new shop located at 5633 S. 16 St. in Lincoln, but we've also sent it to let you know of our intent to advocate for bicycle and fitness awareness in the area like never before.

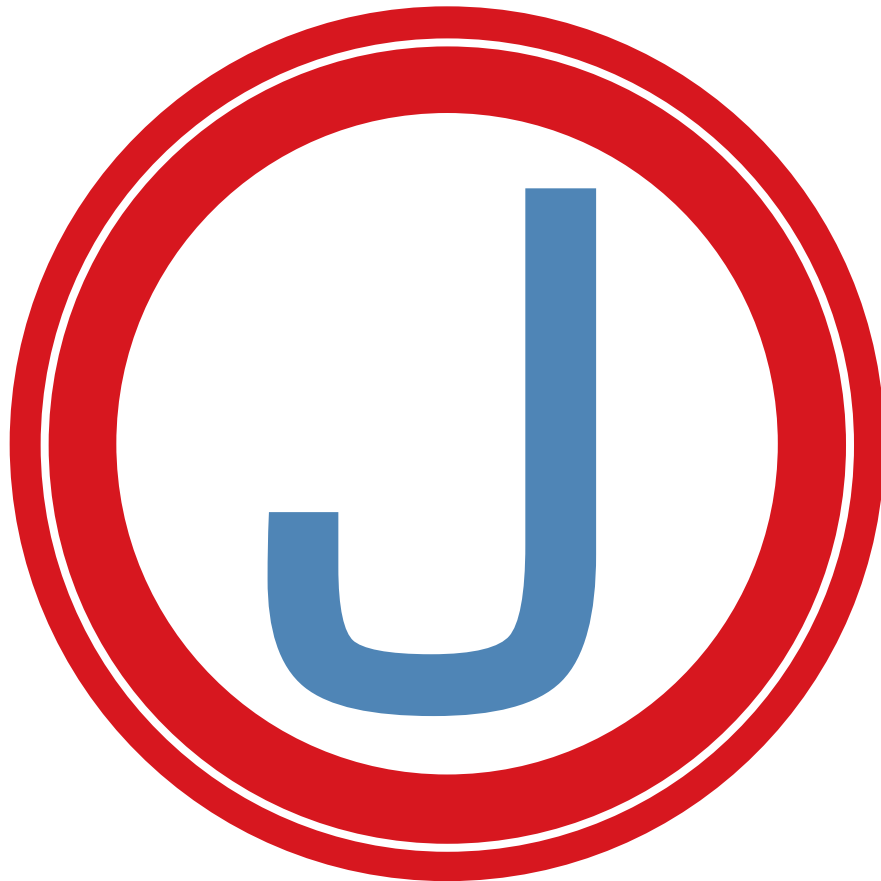
That starts with our management team, which consists of myself, Shawn Hansen, Dr. Pat Keelan, Sydney Brown and Marc Walter.

Shawn and I have more than 20 years of bicycle retail experience under our belts and a dedicated customer base we'll bring from our time at the Bike Rack, Lincoln's most profitable bike shop. Pat is well-known in Lincoln's medical community and an active cyclist, while Sydney and Marc are two well-known and influential figures in the state's cycling scene.

We'll sell bikes and equipment, sure, and we'll do it well. But there's more to it than that. We plan to get involved in the local cycling community not just as a shop, but as an advocate for safe trails, public health and the outdoors. Our aim is to educate people about cycling's many benefits and to build a support network that not only introduces people to the sport, but keeps them there. This is only the beginning.

Our Web site is currently under construction and our corporate email will be going live soon, but we'd love to start having a conversation with you. Please contact me at (402)730-8759 for the time being if you have any questions.

**[www.joyridenebraska.com](http://www.joyridenebraska.com)**



JOYRIDE  
BICYCLES

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