



Ladies Bicycle Workshops launches in JHB 2009!

The cycling industry is one truly dominated by men. However, over the past few years more and more women have entered this great sport. Alongside the trend of a growing female cycling population, so have cycling equipment brands extended their range to cover for women specific needs. BUT... for the beginner female cyclist entering the sport, it's an intimidating place to be, surrounded with boys who are all clued up with the latest technical developments and jargon. For the lady cyclist getting used to lycra shorts, clipless pedals, and many more interesting looking bicycle parts, which just don't make sense, this proves challenging to learn about the basics of cycling equipment. This basic knowledge is key to the long-term enjoyment of cycling, correct bicycle use and maintenance.

There is a growing demand for ladies to know about their cycling equipment, and it does not happen easily through the advice of men in the sport. Driven by Gail Emerton from Mikes Bikes, and supported by Nicola Meltzer and Taniko Gough from Shimano, Ladies Bicycle Workshops for Johannesburg has been born. The purpose of these workshops is to provide a perfect platform for beginner ladies to gain a good understanding of what they need to know to allow for hassle free cycling without having to ask the boys!

2009 Workshop Details

The workshop will be evenly balanced between both theory and practical work. The workshop is also suited to both road and mountain bike lady cyclists, as both disciplines will be covered. Ladies will be shown the theoretical technical aspects of their bikes and equipment, and some practical tips and then this will be put into practice by the ladies themselves at the workshop. Other important topics that will be covered will include ladies specific cycling gear that is available in the market and basic bike care.

The cost for the workshop will be R500 per person, this will include:

- A FREE bike set up compliments of Gail Emerton of Mikes Bikes
- Goodies compliments of Bicycling
- Discounted subscription to Bicycling Magazine for 3 months
- A perfect starter en route repair kit from PRO with all the essentials
- A discounted membership to the Trail riding MTB club
- Lunch and tea at Teak Place

Plus lots of advice, tips and tricks for the long term enjoyment of cycling. Bicycling will also be giving away Bicycling hampers to three lucky ladies.

The workshop will be held at Teak Place, the Cradle of Humankind, on Saturday the 7th November 2009. It will take place from 9 am through to 3 pm. This is a workshop designed for beginner female cyclists and new ladies to the sport.

For more details please contact Gail Emerton of Mikes Bikes on 011 888 8868 or gail@mikesbikes.co.za

Bank account details:
Absa Bank, Cresta
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Biz Savings Account

