



## Press Release

January 11, 2005

### **The Bicycle Shop Signs on as Corporate Partner with the Forest City Velodrome Association**

Long time competitive cyclist Terry Detheridge, owner of **The Bicycle Shop** on Clarence Street in Brantford, Ontario, has signed on to be a new Corporate Partner with the Forest City Velodrome in London.

The Detheridge brothers began racing 35 years ago. "We raced regularly at the 125 metre indoor Delhi track in the early 1970's" said the track supporter. "When I heard about the London project I knew that this is something that will bring track cycling back in the limelight in Ontario. I like the planned VIP gondola that looks over the track on the side of the building."

"The Madison programs planned for Saturday nights should be very well attended, I hear there are very talented riders that will come from the Detroit Track at Bloomer Park," said Detheridge.

"This new track in London will kick start a segment of the bicycle industry [track cycling] that has been very sluggish in recent years. I think there are many old time track riders dusting off their track bikes right now. Let's hope they are in good enough shape to do some racing."

The Bicycle Shop in Brantford is an all purpose store "from trikes to Xtreme bikes."

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