

The road of life.

How do you handle it?



Life is hard. Often more work than play, more bills than pay, and the body bears the weight of it all. Juggling job, family, house, car, kids, while saving the planet, oh and yourself, from demise can be more than a little stressful. How do you handle it? You put your hands on the handlebars and ride off into the sunset...on your bike! Why? Because riding your bike is stress relieving, money saving, and healthy for you and the environment. Don't believe it? Take a look at the numbers.

Health Benefits

- A 30+ minute round trip bicycle commute is associated with better mental health in men.
- Women who walk or bike 30 minutes a day have a lower risk of breast cancer.
- Aerobic exercise [like bicycling] can have an antidepressant effect.
- An adult cyclist typically has a level of fitness equivalent to someone 10 years younger and a life expectancy two years above the average.
- Youth who commute to school by motorized transport gain an average of 2-3 pounds per year more than those who actively commute to school.

Financial Benefits

- Bicycles do not take gas.
- Bikes do not cost to park.

Environmental Benefits

- If all Americans between 10 and 64 were to bicycle instead of drive for 60 minutes a day, the resulting reduction in CO2 emissions would be 11% of 1990 net US emissions.
- If the number of kids who walk and bike to school returned to 1969 levels, it would save 3.2 billion vehicle miles, 1.5 million tons of CO2 and 89,000 tons of other pollutants annually. This is the equivalent of keeping more than 250,000 cars off the road for a year.

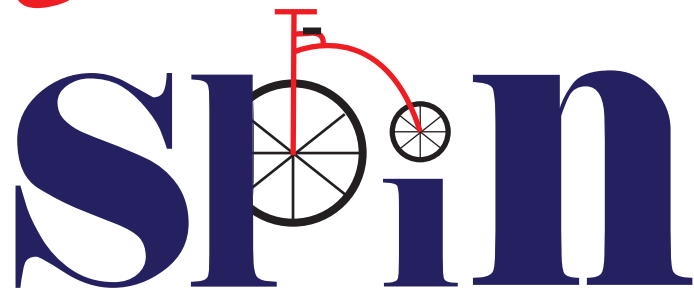
If you and your family don't have bikes or have ones that need repairs, come on over to our place. Big Mike's Bikes is new and improved and will have you up and riding in no time. We're here to help you handle the road of life, to help you ride it out.

1-800-Big-Mikes • www.mikesbikes.com
33 Ride or Die Ave, Pittsburgh, Pa 15221

Big Mike's Bikes
SPIN
more time with family-
ours and yours

Big Mike's Bikes

SPin

The word 'SPin' is written in a dark blue, serif font. The letter 'P' is replaced by a stylized bicycle wheel with a red frame and a red seat. The letter 'i' is a small, dark blue dot with a thin vertical stem. The letter 'n' is a dark blue, serif letter.

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