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FOR IMMEDIATE RELEASE:

**BICYCLE WORKS is named one of America's Best Bike Shops for 2017 for the 4<sup>th</sup> year in a row.**

Lafayette, CO — The National Bicycle Dealers Association has published its 2017 list of America's Best Bike Shops which includes Bicycle Works in Napa, CA. Retailers who made the cut this year not only offer great shopping experiences and expert staff, but are also rated on dedication to their communities and support for bicycle advocacy locally and nationally, the NBDA said. There are approximately 4,000 bike shops in the United States. Only 165 of those were honored with the prestigious title of "America's Best." In California there were only 22 and Bicycle Works was the only one in Napa.

The America's Best program is designed to help consumers find retailers in their communities that provide the expertise and professionalism to help them get the most benefit from cycling.

"Over the past 38 years, we have established an outstanding reputation by offering an honest, knowledgeable, no pressure approach to a sport we all love and participate in. Our repair service is unparalleled in the greater Napa Valley area.

We are involved in all levels of cycling including racing, touring, commuting, sport, recreational, family, and BMX.

Everyone who comes through our door receives the same top quality service regardless of their experience, knowledge, and interests", explains owner, Bob Hillhouse.

Bicycle Works is involved in many local Napa Valley programs including: Donating used/refurbished bikes to various programs in the area, free flat repair classes, supporting Safe Routes to Schools, and numerous other local events, even sponsoring a Kiwanis girls' softball team.

Shops were asked to fill out a detailed application describing what sets them apart from the average retailer. They also had to supply photos of their shop. Mystery shoppers then evaluated the business in more detail by visiting the store, reviewing their website and contacting the shop by phone to assess the performance from a consumer's perspective.

"For the winners of 2017 America's Best Bike Shop congratulations and keep up the great work that you are all doing! You're leading bicycle retail into the future!" said Todd Grant, President of the NBDA

Bicycle Works is located at 3335 Solano Ave, in the Redwood Plaza at the corner of Solano Ave. & Redwood Rd. They can be reached at: 707-253-7000 or [info@bicycleworksnapa.com](mailto:info@bicycleworksnapa.com). Their website is: [www.bicycleworksnapa.com](http://www.bicycleworksnapa.com)

For more information about America's Best, contact Sara Michaels of the National Bicycle Dealers Association at [sara@nbda.com](mailto:sara@nbda.com) or the NBDA office at [info@nbda.com](mailto:info@nbda.com).