

Performance Bicycle Kicks Off Thanksgiving Food Drive

Bring canned goods and non-perishable food items to any Performance store November 13-22

Chapel Hill, NC (PRWEB) November 13, 2009 — Performance Bicycle, the nation's largest specialty bicycle retailer, is teaming up with local food banks across the country to put food on the table of those in need.

Between November 13 and November 22, all 86 Performance stores across the country will serve as receiving centers for food donations, which will be distributed by local food banks. Performance will accept a variety of non-perishable food items, including any kind of canned food or pasta, and dry foods such as cereal and rice that are sealed and packaged.

Performance hopes to collect more than four tons of food nationwide.

"We will accept as many items as guests care to donate," said Jim Thompson, CEO of Performance Inc. "Our goal is to collect as much food as we can for our local food bank partners. Given the economy and the time of year, it's more important than ever to provide for those in need."

In return for food donations, Performance is offering a 10 percent discount off donors' total purchases.

About Performance Bicycle

Performance Bicycle is the number one bike specialty retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a website at www.performancebike.com and 86 nationwide stores that cater to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, please visit www.performancebike.com.

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