

## **Performance Bicycle Offers 24-Hour Assistance to Tour de Tucson Riders**

***Performance Bike, the official bike shop for El Tour de Tucson, will keep its doors open 24 hours prior to the event; Arizona stores will offer 10 percent off everything from 11/18 to 11/22***

**Tucson, AZ (PRWEB), November 17, 2009 -- Performance Bicycle**, the largest specialty bike retailer in the country, is extending the hours of its Tucson stores and offering a special sale to help riders from all over the U.S. get ready for one of the biggest cycling events of the year.

The [University Medical Center El Tour de Tucson Presented by Diamond Ventures](#) will take place Saturday, November 21. Named by *Bicycling Magazine* as one of the top three fundraising rides in the country, El Tour expects to attract more than 9,000 riders.

Performance Bicycle is once again the Official 24-Hour Bike Shop of El Tour and will offer special “all night” hours leading up to the event. The [Performance store at 3302 East Speedway Boulevard](#) in Tucson will be open all night on Friday, November 20, and the [Performance store at 7204 East Broadway](#) will be open until midnight.

To celebrate El Tour, Performance will run its “Tour de Sale” from Wednesday, November 18 through Sunday, November 22. The sale offers 10 percent off The Lowest Marked Price on Everything, including bikes, in all of Performance’s Arizona stores.

“El Tour is truly one of the great cycling events of the year,” said Bo Peele, supervisor of community outreach for Performance Inc. “Performance has been part of El Tour de Tucson for several years running, and that’s a tradition we’re very proud of.”

### **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](http://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](http://www.performancebike.com).

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