Seattle To Portland and Fat Tire Weekend

he month of June elicits a single response from the cycling community - STP. During the weekend of June 19 -21, more than 5,000 cyclists of all levels of experience will leave Seattle for a 200 mile, one- or two-day ride to Portland. For the past month, R+E has been assisting these folks in gearing up for this event. STP can be a grueling one-day ride against time, or it can a leisurely weekend jaunt down the backroads of Western Washington. In either case, it is wise to plan for a trip of this length. Especially important is your gear. You might think that since it is a relatively short ride, and since there will be a lot of other riders, someone will have the

tools you might need. You may be tempted to leave certain items at home. Don't. Even on a trip around town, you should have the tools that will get you home if you have any normal problems. Take them on STP, too. It is unlikely that anyone will show sympathy when your tire blows, your chain breaks and you lose your rear brake cable, especially when all you're carrying for tools and replacement parts is a Swiss Army knife and some Brie. In addition to your load, be aware of yourself, in how you are reacting to the ride, the load you're carrying, and the bike itself. If you are doing the ride in two days, pamper yourself a little. Get comfortable, it's worth the

added weight if you can enjoy the ride as a whole.

The Third Annual Fat Tire Weekend is around the corner. This events-full weekend is happening at Crystal Mountain on July 18 &19. This is theone that mountain bikers of all levels wait for. Included are fun rides, races, trials competition, a poker run, and a spaghetti feed. Competition mountain biking has been a growing sport for several years and is extremely demanding of both rider and bike. If you have never seen a mountain bike race, this is one to see. If you are a recreational mountain biker, you can also participate, in either the Fun Ride or the Poker Run. The poker Run a six mile course, not ridden for

speed, but for fun, with five checkpoints where you get a playing card. The best hand at the end of the run wins. Easy? You bet. Also easy is the spaghetti feed. Bring your appetite.

R+E Cycles and Mountain Bike Specialists have all the items you'll need for either STP or Fat Tire Weekend. Come in, look around. Our staff is ready to answer any of your questions expertly, and provide you with the finest customer service anywhere. We also have the largest selection of those hard-to-get parts in the region. For clothing, we're the tops (and the bottoms). And if you need a bicycle for any occasion, you can find the best at R+E Cycles and Mountain Bike Specialists.

THE NEWSLETTER OF R+E CYCLES AND MOUNTAIN BIKE SPECIALISTS

JUNE 1987

In This Issue

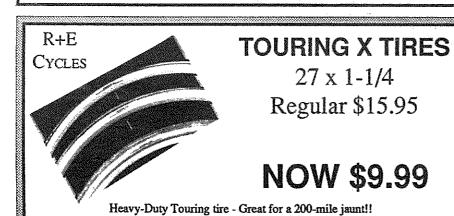
olish your downtubes and grease your bearings - ready or not, it's summer. Cycling has never been so popular and the weather has been nothing short of incredible this year. Recently, we have written a lot about the

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Seattle to Portland ride which occurs later this month. Five thousand riders will take part in that ride. But, with all those riders going that way, you may think about another direction for yourself. So, this time we'll focus on some other rides the

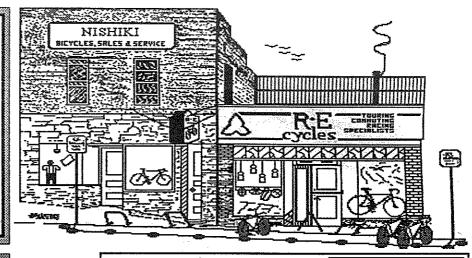
Northwest has to offer. These come from several sources, including the staff at R+E Cycles and Mountain Bike Specialists. If you're a mountain biker, you'll like the article about a "Fat Tire Weekend" which is coming up in July at Crystal Mountain Resort.. Plus, an article about a mountain bike

trail in Utah that will make your hair stand on end. Also, what's new and hot for this summer? Just look inside. And to top it off, we have jammed this issue with special coupons to help you to a great summer of riding. Visit R+E Cycles and Mountain Bike Specialists, talk with our experts, take a spin on a bike.



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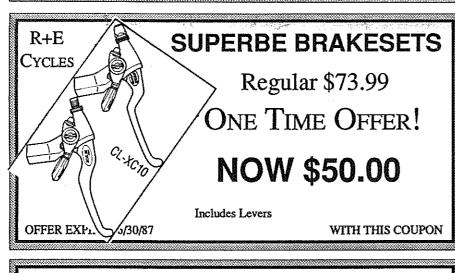








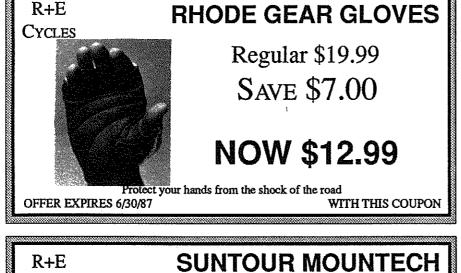






EMPLOYEE PROFILE

"I began working as a mechanic in Nevada City, California where I also raced in sanctioned events. I moved to Eugene in 1976 and



Cycles



R+E CYCLES

DAVID FREUDENBERG

worked for several bike shops there, while going to school. I studied music at the University of Oregon and played violin in the University Symphony. I also worked in a bicycle frame shop and later opened my own frame shop. I quit racing while in Eugene, but in 1981, I went on a solo cycle tour of Europe and another down the West Coast from Washington to Southern California. I had heard about R+E Cycles while I was still in Oregon and even bought a bike from R+E back in 1976. When we moved to Seattle, I began working at R+E and now I also am an apprentice in the violin shop above R+E."

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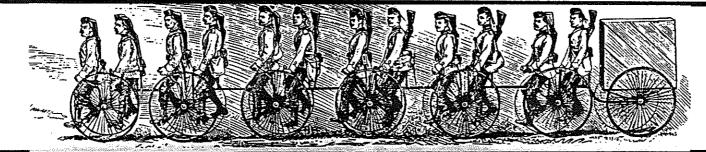
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SATURDAY . SUNDAY . MONDAY

Tri-Island International Bicycle Trek

TO BENEFIT THE AMERICAN LUNG ASSOCIATION OF WASHINGTON

SEPT 12-14 SEPT 19-21 SEPT 26-28

- * you bicycle at your own pace
- * we carry your gear and support your ride
- * you have a memorable 3-day adventure

Those long summer days are coming up fast, and what better way to celebrate than on a bicycle trip you'll remember all year. The 5th Annual Tri-Island International Bicycle Trek offers you an exciting opportunity to spend three days cycling at your own pace through the San Juans to Victoria B.C., ending with a twilight cruise back to Seattle on the Princess Marguerite. You don't need lots of experience and the 135 mile ride is fun and challenging for both begin ning and experienced cyclists. We provide full services (carry your gear, fix broken bikes, feed you) to make this a truly memorable and hassle-free adventure. You pay a \$30 registration fee and help raise money for the American Lung Association of Washington.

Our June trek is just around the corner – and you can get all your questions answered by coming to one of our entertaining information meetings, scheduled from 7-9 p.m. on the following dates:

SEATTLE American Lung Assoc. office

July 15, 28, Aug 13, 17 (noon to 2),

19 (7am to 8:45), 21, 25,

441-5100 or

TACOMA Skiers' Edge & Cyclery

SPOKANE

Wheel Sport Bicycle Shop

Sept 1, 3, 9, 16 1-800-732-9339

July 23, Aug 26, Sept 10

565-3343 526-3977

Information meetings are also scheduled during the summer in Mount Vernon, Olympia, Redmond, Spokane, Tacoma, Tri-Cities, Yakima. Call for dates and places.

Questions? Brochure?

Call Gayle Delanty or Beverly Cohn at 441-5100 or Washington toll-free 1-800-732-9339.

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What's Hot!!

A look at comfort and fashion

Finally, a real solution to sore butts. Take your pick from an Avocet Gelflex saddle or an Atax seat post (or both!) The saddle combines Spenco Gel and Avocet's anatomical design. The Atax seatpost is made of carbon fibers and actually flexes to absorb a lot of the road shock. It is very lightweight, incredibly strong, and only \$21.99. "It's not whether you win or lose, it's how your bike looks." Padded

> leather handlebar tape with a fade-job matches all the hottest designer bicycle paint schemes. It provides cushioning for your hands and oohs and ahhs from fellow cyclists. Giro helmets are selling

as quickly as we get them in stock. An all styrofoam helmet, it's the lightest ever made, passes the ANSI test, fits great, and you can choose from our variety of lycra covers for it. Last, but not least, Shimano 105 Aero levers have a built-in spring that make these \$20.00 levers hard to distinguish from our \$60.00 levers. We have them on many of our bikes. Take one for a ride and you'll be con-



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WASHINGTON MUTUAL GRAND PRIX FULL-WEEK PASS

Includes admission to all 5 racing sessions & parking for 4 days—\$31 of racing action \$20

WASHINGTON MUTUAL GRAND PRIX INDIVIDUAL SESSION TICKETS Thursday, July 9, 7:00 p.m.

Featuring tandem sprints & pro points race Friday, July 10, 7:00 p.m. Featuring invitational pursuit, sprints, and pro miss and out

Saturday, July 11, 10:00 a.m.

Featuring pro kilometer, invitational sprints and pro keirin

Single-session tickets are priced from \$3 to \$5. Or buy a money-

saving full-week pass-\$31 of racing

action for just \$20. The Friday and

Saturday night sessions could both be sell-outs. Order your

tickets early.

Saturday, July 11, 7:00 p.m. Featuring invitational sprint final, pro keirin final and pro madison heats

Sunday, July 12, 6:00 p.m. Featuring pro madison final

GRAND TOTAL

Postage and handling

\$30

- Payment by check or money order only Make checks payable to "Washington" State Blcycling Association"
- Order confirmation or tickets will be
- mailed within 14 days • No refunds; all sales are final
- · All seats sold in a non-reserved basis Mail ticket order to:
- Marymoor Velodrome 7901 - 168th Ave. N.E., Suite 103 Redmond, WA 98052

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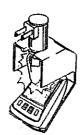
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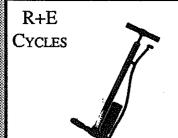
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Six Bakeries Tour

Miles: 42 Terrain: Rolling Ride #26 in Seattle Bicycle Atlas

By now, many Seattle cyclists correlate R+E Cycles with Rodriguez and Erickson. Many others, however associate R+E with "Riding and Eating". Both of these are correct. We guarantee that any of the rides we recommend will include at least one place to exercise your digestive system instead of your muscles. Without further adieu, we bring you the Six Bakeries Tour!!

This ride has been a long-time favorite of club riders in Seattle. It's an informal, but regular event for the Cascade Bicycle Club. What could be more to the point on a bike ride than bakeries? Here are six (who's counting?) in a row, from Seattle, to Edmonds, to Bothell, and a few more in Seattle again. One major warning (besides the

obvious one: don't eat so much that you can't get yourself home), is that many of these delectable establishments aren't open on Sunday; but it's a great route anytime, and you'll find goodies everyday day of the week.

On your way to Edmonds, you stop at La Baguette. Upon your arrival in Edmonds, stop at Brusseau's. Heading East, a scenic ride takes you to Bothell, home of the Hillcrest Bakery. A quiet, pastoral ride (the Bothell Escape Route) avoids both the trail and much of Lake City Way and brings you back to the University District. While there, take your pick, Woerne's, Continental Pastry, Mon Hu Chinese Bakery, or the Honey

Stop by and get a free map with details of this ride.

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The Flying Wheels Challenge

I have been involved in the cycling community for many years now and have been part of many events and rides. In all of the things I have been a part of, never has the intent been to raise money for cycling, we always end up riding for Diabetes or Multiple Sclerosis, etc. While I

totally support these efforts, these rides do not return much to the betterment of cycling in the Northwest. A new group, the Northwest Bicycle Foundation, was formed last year for the purpose of raising money for cycling and cycling programs. For example, we might be able







to fund a Bicycle-riding educator for the public schools or buy rights of way like the missing piece of the Burke Gilman Trail from Dunn Lumber to Gasworks Park, then donate that directly to the city. We could give grants to other organizations to put on rides or fund mapping projects such as a state ride book with descriptions and maps of good rides all over the state. All these things have been done by other similar foundations. As a matter of fact the Palm Bicycle Foundation of Michigan gave us a grant to start our foundation.

I would like to ask you to support our effort to raise money for cycling. We are having a ride called Flying Wheels on July the 12th to benefit the King County Boys and Girls Clubs and the Northwest Bicycle Foundation. They get 55% and we get 45%. They will be starting a bicycle education program for the 9000 kids who belong to their clubs.

I want you to form one or more challenge teams that raise at least \$400.00 per team. The heart of this event is the challenge teams and the teams will compete for prizes base on the amount they raise.

There are basically three events

in one. The first route is along

the Samamish River trail which is flat and separated from traffic, and is ideal for beginners and families. The second route is on the roads around Marymoor Parks and will be about 30 miles. This loop will be well-marked and monitored and is ideal for the intermediate rider. The third loop is a mull metric century and will have food stops and sag support, this is the ideal summer century for all riders intermediate and above.

I realize that \$400.00 sounds like a bundle but it's is only \$100.00 per team member. From the experience of those groups which have advised us, that much can be raised easily. In many cases your employer will help sponsor you.

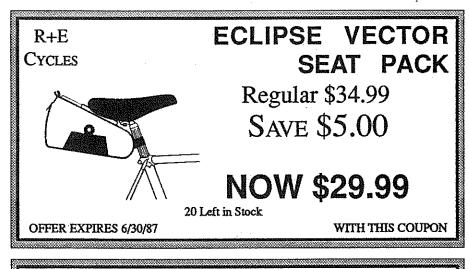
This will be a great chance to have a good time on a wellorganized ride and, at the same time, help make the Northwest a better and safer place to ride a bike.

We have applications for the challenge teams at the shop.
We also have materials to help you form a team. If you find that you can't form a team yourself come by and make a pledge for the team that Estelle and I are fielding and help us win the grand prize. AR

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Making those cycling plans for this summer? Why not finish the season with this 115 mile loop from Orting to Millersylvania State Park and back over little used backroads. On Sunday there will be optional tours, swimming, and hiking.

The cost of \$30.00 for adults and \$18.00 for children 12 and under will include breakfasts, suppers, sagwagons (to carry gear), maps, cabins, and tour guide.

For information, applications, and reservations, please send a self-addressed envelope to: N.B.T.S. c/o Tery and Lori King, 7001 S. Montgomery, Tacoma, WA 98409.

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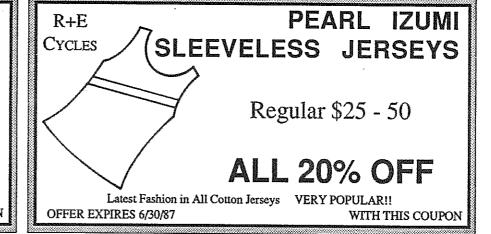
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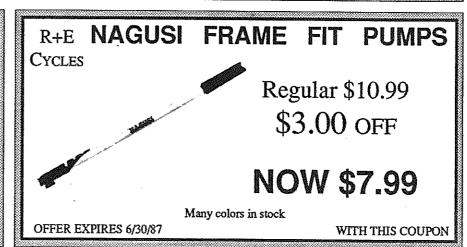
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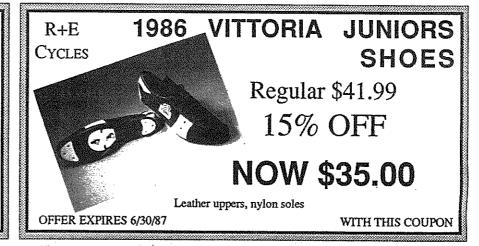


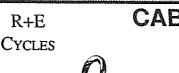
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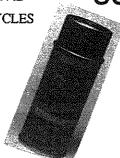
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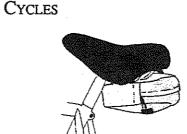


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Tandem riding is fun

— it's a blast flying downhill on a bicycle that hugs the road like a well designed sportscar and it's comforting to have the company of your partner while you are both panting uphill. It doesn't matter if one of you is fast and one slow or one of you is a "racer" and one a couch potato, or one of you is 6' 5" and one 4' 8". We can build frames to accommodate any combination, and working together is where the fun is. The hardest part of tandeming is often choosing your paint color(s).

Our years of cycling experience and framebuilding

have enabled us to put together a set of tandem tubes which is far superior to any set available from any single manufacturer. Even though we have a "standard" price for our frames, each one is "custom" designed and built for the individuals to meet our highest possible quality standard.

We recommend 3 component packages although you may modify these in any way or create your own. We have 3 frame designs and provide individual consultations to help you make the proper selection.

The test ride is an im-

portant part of your tandem purchase. Call ahead and we'll make sure we have a bike available for you to ride. If you've never ridden one before, have no fear, you're in the best of hands. Our tandem experts have thousands of miles under their belts (or their cleats!) and will enjoy sharing the joy of a pleasant ride.

We realize that not everyone wants to wait 2 or 3 months for a custom frame, not everyone dreams about the precise details of a custom frame, nor does everyone desires a special paint color. To supplement our own handcrafted bikes, we also sell a complete line of Santanas. These too are high quality American-made handbuilt frames. Santana offers an entire range of bikes beginning at \$1475 and \$1995 and covers the spectrum of tandemists needs including race-ready tandems and an off-road bike. Even if we don't have it in stock, it's only a week away.

If this is to be your first tandem or you're just plain curious, come in and ask our tandem experts lots of questions and don't forget your free tandem lesson and test ride are part of the R+E difference.

Soggy Tandem

A Wet Rally in Bleugene

The second annual tandem rally held in Eugene over Memorial Day weekend was wet. But even the 50 degree rain didn't dampen the spirits of the 120 tandem teams that showed up. There was every kind of tandem you could imagine at the event. There was a quad, a four person tandem that was reported to do 80 mph down hill. But the real question is can it go 8 mph up hill? We never got to find out because they destroyed their rear hub in the first few miles of their first ride out. This ride was also special to us because it was the first trip for the Bike bus, an old school bus with a bike rack on top. As you have all heard before, getting there was a large part of the fun. Getting back was fun too. The first tandem ride left Eugene at noon on Saturday and let me tell you that seeing 120 tandems is a sight. We had a motorcycle police escort out of town and did we hold up some traffic! I have to admit that

something way back inside was satisfied having long lines of cars waiting on bikes. The first day's ride was about 45 miles with an eating stop in the middle. The weather was the best we had all weekend, the sun played peak-a-view with us and the temperature was in the high 60's. That night we pigged out on pizza, fried chicken, jo-jo's and a high calorie brewed malted drink that comes in bottles and cans. The next day we all got up and

heard the radio tell us that there was an 80% chance of a good day. They didn't quite put it that way but it added up to the same. Twenty minutes into the ride we reaped our 20% and rode soaked to the bone and cold for about two hours. We dried out and then we got soaked to the

bone again and then we dried out and got soaked to the bone again and, well you know what kind of day it was. Seventy-five miles of riding in the rain gave us one heck of an appetite and our host had anticipated it because there was enough food for an army. The only bad news was during the next morning, at our equally large breakfast (one of the biggest I've seen). They told us that we needed to pony up \$2.00 each because we ate so much the night before. We knew they were right. At least Monday's ride was dry. We had a blast going up the one hill on the ride since

we knew there was only one. We knew how high it was because of thegreat maps we had. We also knew we were only going 37 miles. We bombed up that hill having fun passing everyone.

The best part of the rally was the company and seeing incredible number of Rodriguez tandems. The worst part was that it was only three days. The 1988 tandem rally will by hosted by the Tacoma tandem group. We hope that it will be in the Centraila area. Make your plans early. AR

R+E CYCLES Introduces the Adjustable Rear

Tandem Stem

Designed especially for tandems, this handlebar stem allows for riding comfort in the stoker seat for unequal sized tandem partners. Adjustable

partners. Adjust vertically and for reach.

MOUNTAIN BIKE SPECIALISTS

"We Speak Only Mountain Bike"

5625 University Way NE Seattle

527-4310

The Moab Slick Rock Bike Trail

Last week I went to Utah and Heaven at the same time. My partner Carla and I went to a Browning Automatic Transmission meeting. Present were myself and Carla, Jim Merz of Speicalized and Kate, Graham Black of Cannondale and Ann. Joe Breeze the one of the fathers of mountain bikes, Jeff Lindsay of Mountain Goat Cycles, Chris Chance of Fat City Cycles, and Scott Nicol of Ibis. Also present were John Kucoda of Bicycling and Jim Redcay of Biketech. Imagine three days of bike riding in the best dirt in the U.S. and bike talk with some of the best in the business. I don't want to get too much into the gear head stuff, instead, I'll tell you about SE Utah.

Moab is a town that is probably 150 miles from anywhere. We drove from Salt Lake City which took five hours. We arrived about noon and by one we were at the Slickrock Bike Trail. Built 15 years ago for motorcyles, it's now a mecca for mountain bike riders. The best way to describe the place is by

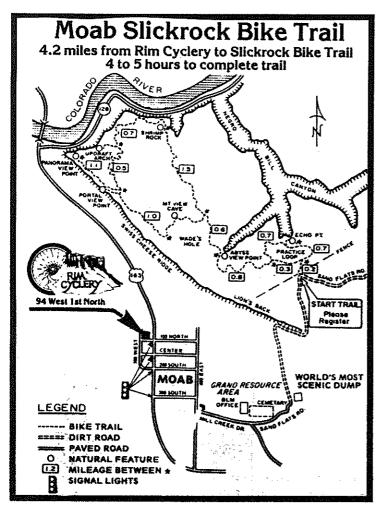
calling it petrified sand dunes. If you can imagine every concave and convex shape possible, in every combination possible you might begin to get some idea of what the place is like. A dashed white line marks the trail for the first timers who are there so they can find their way back. Once you build your confidence that the marks can be found again, almost every square yard is cyclable. The riding is just as technical and challenging as you want. It's a big rock. There are a total of 12 miles of dashed lines marked on the rock. We came to a formation that our local mountain bike guide very appropriately called a bowl and that's just what it was. You could come up to the edge of the bowl and slingshot down. Carla said it was like the Scream Machine at Expo last summer. The G's at the bottom would flatten your tires and your stomach and provide you with enough momentum to make it to the rim of the bowl with only one or two pedal strokes and then turn the bike around and do it again and again and again and

again. What a blast! Some of the slopes seemed impossible and sure enough the incredible traction made it a piece of cake. Our guide was using slick tires and they were much better for all the traversing on the slopes. As soon as we got off the slick rock he stopped, went to the back of his truck, and put on some knobbies for the road.

The next day we went for a 30 miler in Cayonlands National Park. What a place! Our guide took us to a place called Gemini Bridges. This is a place that no motorhome has ever made it to. Even a big four wheel drive rig would have a problem. For a mountain bike though, no problem. We had been riding for about an hour when I looked to the left (I don't care for exposed heights) and all I could see was "max air", as Scott put it. So I slowed down, since it was only four or five feet away, and moved a bit to my right and when I did I noticed that three feet away was more of the "max air". Time to get off and walk! I was on one of the bridges, a

massive rock arch over the head of the canyon. Several hundred feet down was a road that you would have a hard time seeing a cyclist on. I was a bit closer to understanding what the coyote on the Road Runner cartoons must feel like.

Back to the camp, where the Browning crew had the hors d'oeuvres and the refreshments ready. We settled down for some conversation that always ended up on the same subject, no matter where it started mountain bikers. Next day, instead of another dirt ride we all opted for Slickrock again and had a great time. I hope to go again some time this year, maybe in the fall when the temperature is not hot as it is known to be. If you ever go to Utah, go to Moab and take your bike. Be sure to stop in a see Bill and the folks at Rim Cyclery. They took care of us like I hope we take care of you. They were perfect hosts and in every way, my hat off to Bill and all of the people at the Rim Cyclery. AR











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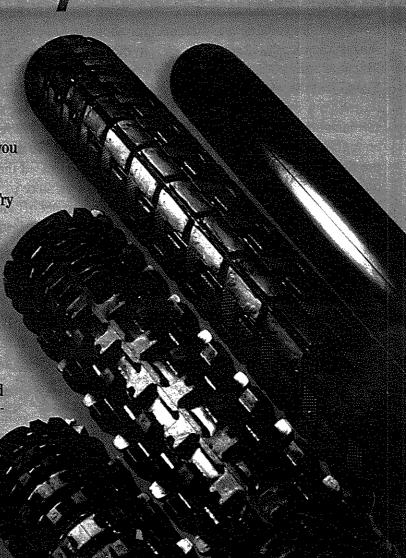
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Cougar Mountain Ride

Take I-90 East to Newport Way Exit (20 minutes from Seattle). After exit, turn right at the stop sign. Follow road to 164th Way. Stay on 164th Way until you come to SE Cougar Mt. Way. Turn onto SE Cougar Mt. Way and follow to Cougar Mt. Drive. You'll see a gravel parking lot. Park, and the bike trails lead out from there. This ride was suggested by Julie Reiman of Mountain Bike Specialists.

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EMPLOYEE PROFILE

JULIE REIMAN

"I grew up riding motocross on 125cc motorcycles in Wenatchee. When I went to college, I couldn't afford upkeep on motorcycles so I switched to mountain bikes. It was a natural transition and much healthier. For two summers, I led organized mountain bike rides in Spokane and eventually raced professionally in NORBA races. In 1986, I qualified for the nationals. As a requirement for entering NORBA races, I had to maintain my own bike, so I became a good bike mechanic, one I could trust. I kept in shape by bicycle messengering in Spokane, but the winters were very difficult. So I moved to Seattle and worked for Bucky's as a messenger, then as their mechanic. Now I work for Mountain Bike Specialists."

Julie is the only person we know who moved to Seattle for the weather. Ed

R+E CYCLES

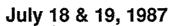
IS PROUD TO BE A MEMBER OF



DEALERS ASSOC.

3rd Annual

FAT TIRE WEEKEND



Schedule of Events:

Saturday, July 18,1987

Crystal Mountain Resort

All Day

FUN RIDES - Bring the family, stop at race headquarters and pick up a map. Explore the trails at Crystall For your safety and the protection of the plants and wildlife...please stay on marked trails.

10:00am

POKER RUN - Open to all levels of bicyclists... beginners welcomed! Ride is about 6 miles, mostly dirt, moderate terrain. 5 checkpoints where you draw a card. Judges determine best hand. Time is not a factor -

TRIALS COMPETITION - Open to all levels of bicyclists. Course is set by NBTTA. A fun event for both

2:00pm

participants and spectators!

SPAGHETTI FEED - No experience necessary... just bring your appetite.

5-6:00pm

Sunday, July 19, 1987

11:00am

MOUNTAIN BIKE RACE - Open to all. Men's and Women's divisions. Course is approximately 15 miles, 3500' vertical.

DAY OF RACE REGISTRATION AND PACKET PICK-UP

One hour before each event. Awards immediately following each event.

CRYSTAL MOUNTAIN RESORT INFO:

For additional information on lodging and activities, please call (206) 663-2265.

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Please print or type

Address

City/State

1987 Fat Tire Weekend ENTRY FORM

_ Phone _

BIB# ... Age (dor) _ USCF # ____ T-shirt size: M L X (circle one)

I will be entering the following events: [please check appropriate item(s)]

(A) + (B) _____ (\$18) (A) + (C) ____ (\$23) (B) + (C) ____ (\$23) (A) Poker Run

Day-of-race entries DO NOT include t-shirt. (A) + (B) + (C)____

Spaghetti Feed____

NOTE: Pre-entries INCLUDE t-shirt -

Enclosed is my check or money order for \$_____ made payable to: Crystal Mountain, Inc.

Mail entry to: FAT TIRE WEEKEND - Crystal Mountain Resort - Box 1 - Crystal Mountain, WA 98022

(Pre-entries must be postmarked by JULY 12th, 1987) ANSI-APPROVED HELMETS REQUIRED

WAIVER

In consideration of the acceptance of my application for entry in the 3rd ANNUAL CRYSTAL MOUNTAIN RESORT FAT TIRE WEEKEND, I hereby waive, release and discharge any and all claims for damages for death, personal injury or property damage which I may have, or which may hereafter accrue to me, as a result of my participation in said event. This release is intended to discharge in advance the promoters, sponsors, CRYSTAL MOUNTAIN, INC., promoting clubs, officials and any involved municipalities or their public entities, their respective agents and employees from and against any and all liabilities arising out of or connected in any way with my participation in said event even though that liability may arise out of negligence or carelessness on the part of said persons or entities mentioned above. I further understand that serious accidents occasionally occur during bicycle racing, and that participants in bicycle racing occasionally sustain mortal or serious personal injuries and/or property damage as a consequence thereof. Knowing the risks of bicycle racing, nevertheless, I hereby agree to assume those risks and to release and hold harmless all of the persons or entities mentioned above who (through negligence or carelessness) might otherwise be liable to me (or my heirs or assigns) for damages. It is further understood and agreed that this waiver, release and assumption of risk is to be binding on my heirs and assigns.

Signature of participant (parent or legal guardian if participant is under 18 years of age)

Date

Angel on Wheels

EDITORIAL

IS YOUR BIKE **OUTA WHACK?**

HOW MUCH IS A STANDARD TUNE-UP?

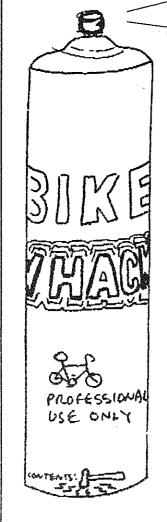
Several times a day we get this inquiry. On the surface it's a very reasonable question, but in reality, it's almost impossible to answer accurately. How much should it cost? How much should we do? Should it be the same for an \$89.95 bike as it is for a \$350.00 bike? What if something really needs work but is not included in the tune-up? We ask ourselves those questions everyday. Sometimes it seems that the going price in town for a minor tune-up is \$14.95. With the rates set or established in professional shops of any type being between \$35.00 and \$100.00 per hour, and assuming that bike shops charge the low end of that scale, then \$14.95 buys a little less than 26 minutes in the shop.

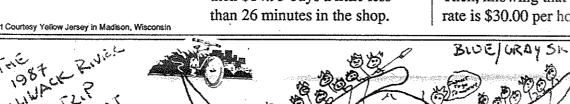
chanic reads the work order and test rides the bike at the end of the service, then there is not enough time to do much more than to wipe down the bike and tighten a few cables. Our newest attempt to bring you the best service possible is to not offer any standard tune-ups. When you bring your bike in for a tune-up we will ask you what work you feel needs to be done. You really do know better than we do what you want done. A specific problem brings the customer into the shop and we want to know what the straw is that has broken the camel's back. If we fix nothing else, we at least correct your original complaint. Then, knowing that our shop rate is \$30.00 per hour, we will

Also, if you assume that the me-

a. Modwer

ask you how much time you want us to spend on your bike. If you say spend \$45.00 worth of time on your bike the mechanic will spend the first few minutes evaluating your bike's needs and will then prioritize them based on safety. We'll make additional recommendations after that. This seems to be the most honest and fair system we can implement. It allows us to assess each bike individually rather than charge a set fee and do standard work. It assures you that all the necessary work will be done and that's all you'll be charged for.





MOUNTAIN BIKE

SPECIALISTS

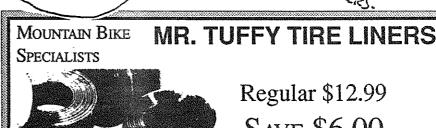
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If you came into the store and paid with a check six times last month, you got on the list six times, which probably seems excessive, but just before we mail, we sort and purge and keep the latest dated entry for your name. If you do not get back on the list somehow within a year, when we sort and purge, your name will be purged. So, you might say that your subscription ends with the date on your label unless you come back in and get back on in one of the ways mentioned