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FOR IMMEDIATE RELEASE

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They Chose Burlington: Terry Precision Bicycles

Mayor Kiss, City Staff, BBA & Local Motion Roll With Liz Robert's New Company May 18

Burlington, VT. Mayor Bob Kiss, CEDO Director Larry Kupferman, Local Motion Director Chapin Spencer, Kelly Devine, Executive Director of the Burlington Business Association and others will officially welcome Liz Robert's new business, Terry Precision Bicycles, to the Queen City, with a bike tour of the City on May 18. The event coincides with Way to Go! Week, and kicks off with a press conference at 11AM inside the first floor gallery at the JDK Building, 47 Maple Street. At the news conference Mayor Kiss and Kupferman will present Robert with a brand new 'They Chose Burlington' poster, one of a series of cobranded images CEDO has developed to acknowledge several exceptional Burlington companies and their commitment to the local economy. The Mayor will also issue an official proclamation declaring a Day of Recognition of Terry Precision Bicycles.

Celebratory Ride: At 11:20pm, the Mayor, Liz Robert? and others, will hit the streets for a short casual ride around the Queen City. Event organizers encourage members of the public and the press to join this celebratory ride.

"I'm pleased to recognize a significant and welcome addition to Burlington's business community. Terry Precision Bicycle's move to Burlington is yet another 'They Chose Burlington' story," says Burlington Mayor Bob Kiss. "I appreciate Liz Robert's decision to come here and the investment in our community this represents." Burlington Business Association Executive Director Kelly Devine echoes that sentiment. "The Burlington Business Association is happy to welcome Terry Cycles to Burlington. Lets hope more folks follow their lead and 'Choose Burlington' this year," says Devine.

Founded in 1985 by mechanical engineer Georgena Terry, the company specialized in bicycles and apparel designed specifically for female cyclists. Robert acquired a majority stake in the company in 2009, and began a push to move the company to Vermont. "Burlington is the ideal location for an entrepreneurial company with great brand potential. So many small companies, taking a grassroots and pragmatic approach to business, have leveraged its creative energy, an energy emanating from the fusion of independent, passionate minds and the powerful visual aesthetic of this place," says Terry. "People all over pay attention to what goes on in Burlington: this vibrant, quirky urban epicenter of Vermont where so many emotionally charged, socially purposeful, legend brands are born. It makes so much sense to me to tell the genuine story of Terry, the Original Women's Bicycling Company and grow the Terry brand from here."

“The Burlington area is home to a growing active outdoor industry. It’s no coincidence that the region is often cited as one of the healthiest in the country,” highlights Chapin Spencer. “Attracting businesses that support active outdoor lifestyles is good for our economy and good for our health. Local Motion is thrilled Terry has moved downtown, adjacent to the bike path. Together, we’ll continue to grow Vermont’s bicycling culture.”

Networking Lunch & Office Tour: After the ride, lunch will be available in the JDK gallery. Pre-registration for the lunch is required. Register at: www.localmotion.org. Tours of the Terry offices will also be available.