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FOR IMMEDIATE RELEASE

JOYRIDE PEDAL TOURS: “THE HAPPIEST BIKING EXPERIENCE ON EARTH”
Mid-Michigan’s first pedal tour providing entertainment en plain air

LANSING, MI (MAY 2016) – Greater Lansing is an entertainment destination and JoyRide pedal tours is thrilled to be the first pedal tour company in the area to offer an out-of-the box excursion opportunity to see the region from a whole new perspective. This two-hour, pedal powered bike tour dubbed “the happiest biking experience on earth” has routes throughout East Lansing, Lansing, and Williamston, offering riders customized tours of all types focusing on art, beer, food, Michigan State’s campus, exercise, and more!

Offering two brand-new bikes for adventurous souls, JoyRide’s 14-seat and 16-seat bikes were built in the Netherlands and shipped specifically to JoyRide’s founder Molly Chan. After researching pedal bike tours, she knew the Greater Lansing area would be the perfect place to operate.

Offering personalized tours for every occasion, JoyRide’s two-hour excursions are perfect to celebrate birthdays, company team building outings, bachelor/bachelorette parties, alumni reunions, or to simply step outside a daily routine and bring some JOY into an average day or evening! Tours will typically embark from JoyRide partner’s businesses including: Harrison Roadhouse in East Lansing, Lansing Brewing Company in Lansing, and Old Nation Brewery in Williamston.

It’s \$350 for a two-hour excursion and JoyRide will rent both bikes out to accommodate larger parties too. Additionally, JoyRide will host monthly events where interested parties can book solo seats for specialized tours, “spin” dating, shopping excursions, and fitness classes.

A company pilot is at the helm of every excursion. Helmets are encouraged and provided. Non-alcoholic beverages and light snacks can be brought aboard and water is served to maintain rider hydration. Alcohol and glass are prohibited.

“We are brainstorming every angle and partnering with local businesses across the region to accommodate a tour that appeals to every JoyRider,” says Molly Chan, founder of JoyRide. “The buzz surrounding our launch has been huge with both consumers and local businesses embracing the concept immediately!”

Additionally, JoyRide is taking their role as providers of joy very seriously. Once a month, they will choose a deserving individual nominated by a friend and award them with a complimentary two-hour excursion.

“We’re thrilled to be bringing this offering to Mid-Michigan because everyone deserves a JoyRide now and again,” adds Chan. “By booking a eco-friendly adventure, riders are signing up for “the

happiest biking experience on earth” and each tour will leave riders wanting more!”

ABOUT JOYRIDE PEDAL TOURS

Founded by eternal entrepreneur Molly Chan, JoyRide Pedal Tours provides an opportunity for riders to uncover the region’s rich culture and entertainment offerings. Launching in Mid-Michigan mid-May, JoyRide has additional plans of expanding into Florida. For more information visit www.joyridepedaltours.com.

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