

WHEELS N' BOARDS NOW OPEN!



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FOCUS ON BUSINESS

Wheels N' Boards opens in Markham

Hassan Hassanali loves to go mountain biking, and like most mountain bike enthusiasts, he can't get enough of the sport. Even when he isn't experiencing the thrill of single-track riding, or the adrenaline-rush of a night ride, Hassan can be found talking about mountain biking with other cyclists at his new retail store, Wheels N' Boards, in Markham.

Wheels N' Boards, which opened on May 1, is quickly becoming the 'in' place to purchase quality bikes, skateboards and accessories in the Markham area. The store caters to cyclers and skateboarders of all ages and prides itself on the quality of its bikes, its competitive prices, its knowledgeable staff and its service.

This is the second bike retail store for Mr. Hassanali. For the past eight years, he has operated The Cycle Shoppe at Queen and Bathurst, which has earned a loyal following of customers in the downtown area. The ongoing support of its customers has allowed Mr. Hassanali to open Wheels N' Boards to serve a growing bike market north of Toronto.

"We're extremely pleased with the response so far," says Mr. Hassanali, owner of Wheels N' Boards. "We're seeing all levels of bike riders, from beginners to competitive riders. We're also seeing a lot of young children taking up these sports, which is very exciting."

Wheels N' Boards carries racing bikes, comfort bikes, mountain bikes and hybrids, adult trikes, tandems and BMX bikes from Haro, Schwinn and Mosh. The company's wide selection of bikes includes top brand names such as Raleigh, Peugeot, Gary Fisher, Giant, Schwinn and Marin. With the purchase of any new bike, customers will receive five free tune-ups and all bikes come with a full warranty.

Whatever type of bike riding you do, Wheels N' Boards can outfit customers with single speed models up to the more sophisticated downhill full suspension. Raleigh bikes for children with either front or full suspension and are a hot seller this season. And the latest styles in cycling shorts, jerseys, helmets and shoes for men and women are also available.

For skateboarders, new inventory has arrived just in time for summer, with brand names like Shortys, Flip, Blind Girl and Maple. Skateboard wheels, trucks and a full line of skateboard clothing are available at great prices.

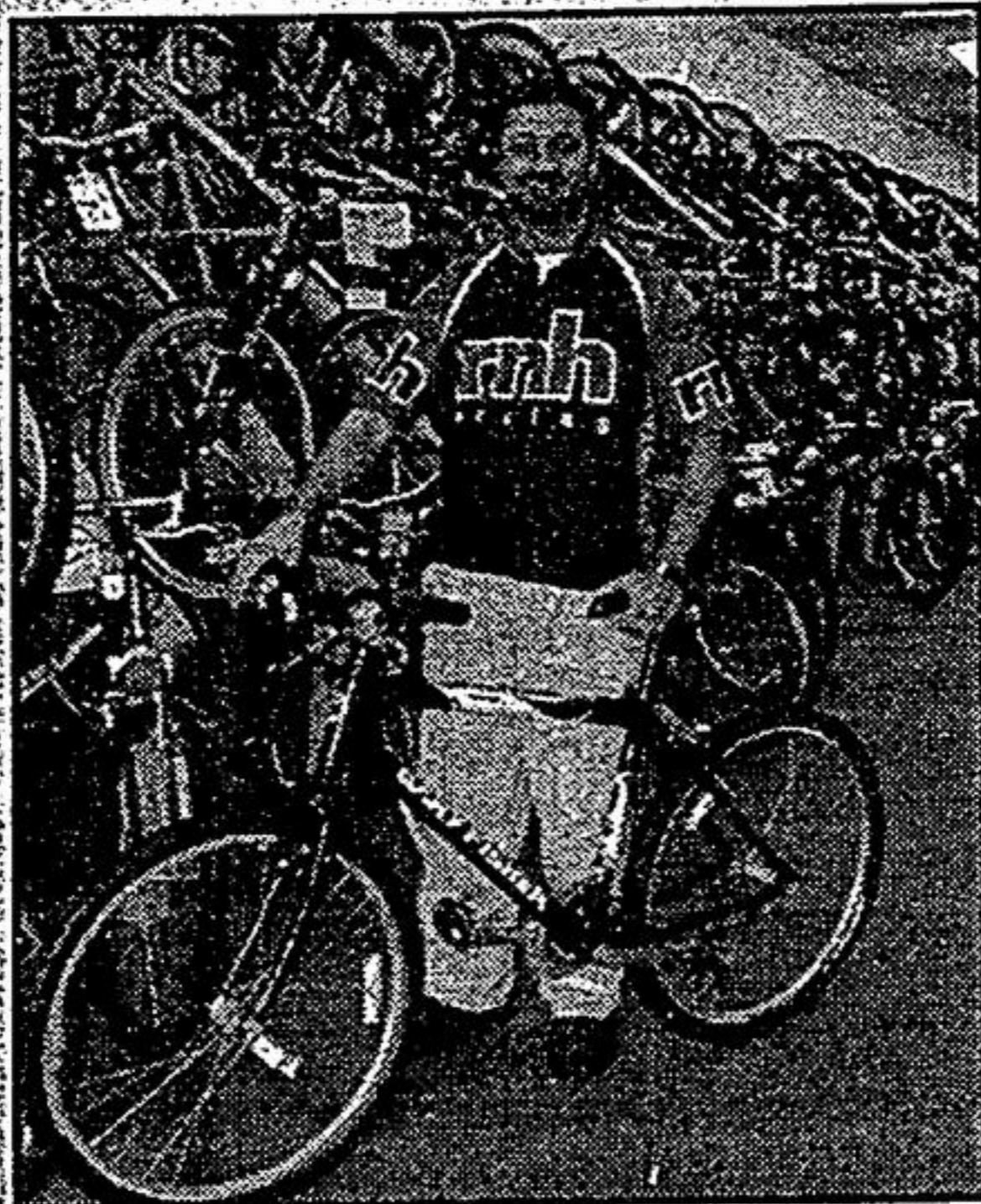
"Skateboarding tends to appeal to the younger generation," says Mr. Hassanali. "To them it's an extreme sport and they derive a lot of excitement from it. Biking, on the other hand, is enjoyed by young and old alike."

If your bike or skateboard needs to be repaired or tuned up, the friendly staff at Wheels N' Boards are happy to assist. Whether you need new tires, a helmet, chain oil or water bottles, Wheels N' Boards is

a one-stop shop. If the first month's success is any indication, Wheels N' Boards will be providing Markham residents with bikes, skateboards and accessories for years to come. "We're also in the process of organizing a bike racing team," says Mr. Hassanali. "Anyone who's interested in participating can contact us. Even if you don't want to join, drop in and talk to us about cycling or skateboarding. We'd love to hear from you."

Hours of operation are Monday - Friday (11-8), Saturday (10-6) and Sunday (Noon-5). Wheels N' Boards is located at 4560 Highway 7 (just west of Kennedy Rd.) in Markham.

They can be reached at (905) 470-1630.



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