



**FOR IMMEDIATE RELEASE**

Contact: Karen Peterson, Lexco  
phone: (800) 626-6556  
e-mail: [kpeterson@lexcobike.com](mailto:kpeterson@lexcobike.com)

**Lexco Exclusive Distributor of Chicagoland Bike Map**

**Norridge, Illinois (June 9, 2010)** Lexco believes that all Chicagoland cyclists should be exposed to the great bike paths situated around Chicagoland. So the company jumped at the chance (and won) the rights to distribute Active Transportation Alliance's 5<sup>th</sup> edition Chicagoland Bike Map.

Active Transportation Alliance, a bicycle, walking and public-transit support advocacy association, has produced the multi-colored map with the support of the Tawani Foundation, a grant-making organization in Chicago.

The Chicagoland Bike Map is free to all Active Trans members or by ordering a map online at [www.activetrans.org/shop](http://www.activetrans.org/shop) for \$10 each. The maps are also sold in many Chicagoland bicycle stores.

The new edition features:

- Expanded coverage from Lake Geneva in the north to the Grundy County's Midewin Prairie in the south
- More trail and on-street biking networks to explore
- Icons detailing all the bike shop locations in the region
- Historic military sites

"Since we're a Chicago-based company we consider it our honor and duty to distribute the 5<sup>th</sup> Edition Chicagoland Bike Map," says Karen Peterson of Lexco. "The map is a big hit with cyclists, both those that live in the area and visitors, so we are more than happy to supply area IBDs with the map."

Says Active Trans Marketing Director Ethan Spotts: "We are thrilled to work with Lexco as the exclusive distributor of the 5th edition Chicagoland Bike Map. Lexco is committed

to supporting biking in Chicagoland communities, and it works hard to reach all of those communities. This map will be an excellent resource as cyclists explore all that there is to see in Chicagoland.”

### **About Lexco**

Lexco offers value-driven bicycle products and services to the marketplace. Lexco is a family-owned and operated business that began as a hardware store and Schwinn franchise on Chicago's west side in the 1950s. It continued as a Schwinn bicycle shop on the city's north side in the 60s, and in the 70s, Lexco began making bicycle security cables and has grown that into Lexco's cable division showcased at [www.lexcocable.com](http://www.lexcocable.com). Lexco became a full-scale bicycle parts distributor in 1978. For more information, call toll-free (800) 626-6556 or visit [www.lexcobike.com](http://www.lexcobike.com).

### **About the Active Transportation Alliance**

The Active Transportation Alliance is a non-profit, member-based advocacy organization that works to make bicycling, walking and public transit so safe, convenient and fun that we will achieve a significant shift from environmentally harmful, sedentary travel to clean, active travel. The organization builds a movement around active transportation, encourages physical activity, increases safety and builds a world-class transportation network. Formerly the Chicagoland Bicycle Federation, the Active Transportation Alliance is North America's largest transportation advocacy organization, supported by more than 6,000 members, 1,000 volunteers and 35 full-time staff. For more information on the Active Transportation Alliance, visit [www.activetrans.org](http://www.activetrans.org) or call 312.427.3325.

###