

## It's not about Sales & Shopping. It's Time to Ride.



(This is taken from an email I just sent out to our customers, but since everyone's not on our email list, I include it here as well.  
--Mike--)

You can be one with the Borg, driving around crowded malls, looking for parking spaces, or searching for hours on-line trying to find out if this-or-that is the best thing to buy. I know. I've done it myself. And I've spent hours trying to figure out what to send in an email so people will come in to Chain Reaction to buy their bikes and accessories.

Some of us spend too much time buying too many things and not nearly enough time making use of them. There are a number of things like that in my life. But not my bike. When I get out on my bike, everything is right with the world. Even last weekend, when it was so darned cold. My son and I rode out to the coast and sure, it was 29 degrees up on Skyline, but on our way to Tunitas Creek, heading through San Gregorio in the photo above, it was a balmy 50. It was a wonderful ride from start to finish, even the cold parts. Can you look at that photo and think you'd rather be shopping than riding?

My brother Steve and I have only one real goal. It's not to be the biggest bike shop in the west. Would be nice to be the best, but even that's not it. We just want you to fall in love with your bike, with getting out there and riding, with living your dream. Whether it be riding "the loop", taking your kids to Arastradero for their first mountain-bike ride or trying to score the best Strava time on Kings. Your dream. That's what's important. We're here to make sure cycling is something you really love and not just one more thing cluttering your life.

We hope you have a wonderful Holiday Season, even a politically-incorrect Merry Christmas. And wherever you go, whenever you can, go by bike.

Our regularly-scheduled program of sale ads resumes shortly. Thank you very much for being our customer.

Mike & Steve Jacobowsky and the rest of our fine staff