



Press Contact:

Ellie Holt | 229-869-5305

ellie@seesparkgo.com

**GREAT LAKES SEGWAY LAUNCHES PEDEGO WALLED LAKE WITH GRAND
OPENING EVENT AND RIBBON CUTTING**

*Locally-Owned Electric Bike Shop Opens Doors to Community; Inspires Connection
And Celebrates Outdoor Activity*

WALLED LAKE, Mich. — June 11, 2021 – [Pedego Electric Bikes](#), an electric bike brand with a storefront now open in Walled Lake, is celebrating the occasion with a community-focused grand opening event on **Friday, June 11, from 10 a.m. - 6 p.m.** After seeing success with Great Lakes Segway, local owner John Smith decided to expand his business and offer Pedego Electric Bikes.

To celebrate the grand opening, Pedego Walled Lake is hosting an open house with an official ribbon cutting ceremony beginning at 12 p.m. The event, which will be held outdoors to ensure proper COVID-19 safety guidelines, will feature free Pedego test rides, free t-shirts, giveaways, music, refreshments and more. In addition, Pedego Vice President of Marketing Cassidy Castleman will be in attendance to connect with local Pedego enthusiasts.

The grand opening celebration will also feature the Pedego Hello Fun Tour Bus. The bus is on the nationwide Hello Fun Tour, designed to celebrate existing and new Pedego owners and their electric bikes.

“We have been blessed to see an explosion in the interest in personal mobility, especially in a time when it was difficult to actually move around and go places,” said John Smith, owner of Pedego Walled Lake. “Pedego Electric Bikes and our Segway line offer people of all ages great freedom to travel in their local neighborhoods, communities and even beyond that.”

Smith said he is looking forward to opening the kind of electric mobility business that offers unique outdoor recreation opportunities in Walled Lake, the surrounding communities and all of Michigan.

“Pedego Electric Bikes’ motto is ‘Hello Fun!’ and that is exactly what Pedego Walled Lake is bringing to the local community,” said Smith. “We’re going to have our celebration, rain or shine and we want to make this a fun event for the entire community.”

Don DiCostanzo founded Pedego Electric Bikes in 2008 out of a desire to combine quality and style in the electric bikes category. Pedego Walled Lake joins the over 160 locally-owned Pedego stores throughout the U.S.

“At Pedego, we're committed to inspiring connection and adventure within each of our communities,” said Cynthia Newcomb, Director of Business Development at Pedego. “We're a people-oriented, fun-focused company, which is why Walled Lake is the perfect addition to our Pedego family. We look forward to not only providing Walled Lake with the best electric bikes in the world, but also cultivating a community that brings out the best in each other.”

Pedego Walled Lake is located at 239 E. Walled Lake Drive and open Monday through Saturday from 9 a.m. to 6 p.m. For updates regarding the event, visit [the Pedego Walled Lake Facebook page](#) or [Eventbrite](#).

##

About Pedego Walled Lake:

Pedego Walled Lake offers a full line of Pedego Electric Bikes, allowing riders to enjoy the outdoors around them with improved ease and mobility, while also reducing a carbon footprint in an environmentally healthy way. Pedego is based in Fountain Valley, California, and Pedego Walled Lake is the third Michigan location. For further information contact John Smith, owner of Pedego Walled Lake, at (248) 896-2600 or at john@greatlakessegway.com.

About Pedego® Electric Bikes

Founded in 2008, Pedego Electric Bikes offers a line of 20 premium quality electric bikes of different styles and colors, suited for the needs of every Pedego customer. Electric bikes are designed to make outdoor exercise easy and convenient for people of all athletic abilities. Created with a vision to be the best brand of electric bikes, the brand has expanded its footprint to more than 160 locally-owned stores nationwide. Visit pedego.com to find a store or try a Pedego electric bike.