



Home of the Peninsula Cycle Club  
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 1600 S Pacific Ave, San Pedro, CA 90731

# The Bike Palace Newsletter

South Bay Cycling News — July, 2011

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This Month's Tip

## Top 10 Reason to Ride a Bike Instead Of Driving



With gas prices still high, you're probably already driving less and bicycling more. But, just in case you're having a hard time breaking the 4-wheel habit, we put our heads together and came up with our top 10 "other" reasons to ride rather than drive.

### 10: You get ultra-cool tan lines!

We'll start with a fun one, and you can laugh if you want. We wear our cycling tans like a badge of honor, a sign of our healthy lifestyle choices, a tangible token of membership to an exclusive group. It says, "hey, I ride a bike," or "I grow turnips." Either way, or both, people are bound to be impressed at the beach. Just be sure to use sunblock so you don't overdo it!

### 9. You see your city like drivers can't!

On two wheels and moving at a comfortable pace you can enjoy your environment and see, smell and hear things you never notice in a car. Which of your neighbors has the best-landscaped yard? What bakeries smell so good you just have to stop? How many different architectural styles can you spot? On a bicycle you can take the scenic route and explore and become a tourist in your own city. Every ride is an adventure.

### 8. All those we-miss-you cards from your doctor!

Pedaling only 10mph, a 140-pound cyclist burns about 400 calories an hour. And studies prove that biking a few times a week reduces blood pressure and stress while increasing your energy and elevating your overall mood. Your doctor may have to wait a little longer to buy that yacht! [Read on to see the best reasons...](#)

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Archives



The latest editions of *The Bike Palace Newsletter* and the *Peninsula Cycle Club Newsletter* are now archived for your convenience. Check 'em out [here!](#)

About Us



The Bike Palace is a special store, for a special community.

We've been selling bikes from the same location since 1973. Our experienced, dedicated staff is here to help you - regardless of your skill level. We're patient enough to help beginners, and experienced enough to advise advanced riders.

The Bike Palace  
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Dear ,

Thanks again for checking out our newsletter. We really value the time you spend with us, either in the store, or checking us out online. If you haven't been riding lately, take a look at our article on the left, which should inspire you!

Best wishes, and good riding!

## Bargain of the Month

25% Off In-stock Specialized Shoes



All in-stock Specialized S-Works road and mountain bike shoes on special at The Bike Palace for 25% off their normal retail price. These are the best shoes that Specialized makes. There are some minor differences between the various models in stock, but a number of them have

the following features:

- Carbon sole uses high modulus, unidirectional carbon fiber and TorsionBox construction to optimize stiffness and weight
- Full BG features in outsole and BG+ High Performance Footbed combine to reduce hot spots and improve knee/foot alignment
- New lightweight Boa incremental zonal closure allows on-the-fly adjustments for a dynamic fit; L/R shoe forward rotating to tighten.
- Two independent Boa dials optimize closure in each zone: Top dial locks the ankle and heel down, while mid-foot dial snugs the arch and forefoot
- Replaceable high-strength braided steel lace
- Open-back lace guides for easy on/off
- Replaceable heel tread with internally recessed bolts for safety
- Light, tough, and water-resistant Micromatrix upper for supple comfort Ultra-vented tongue for breathability

## Another Tip of the Month

Our Energy-Food Tips For Riding Stronger & Longer



1. Your body can store roughly an hour-and-a-half to two-hours worth of glycogen (muscle fuel). So, if you're riding longer, you need to carry food (or stop to purchase it) and consume enough calories to keep from developing a glycogen deficit and running out of energy.
2. It's best to carry energy drinks (versus water) because they are easily consumed and provide fuel in the form of steady complex carbohydrates, as well as replenishing electrolytes and minerals lost through sweating.
3. Start drinking before you're thirsty because by the time your brain signals thirst, you've already lost one percent of your body weight in sweat!
4. You should carry an energy drink you enjoy because if it tastes good, you'll drink more. And, if it tastes bad, you won't drink enough, if at all. Be sure to taste test while riding because the drink may taste differently than it did at home.
5. Cold liquids are absorbed by your system more quickly. Keep your drinks cooler longer by inserting ice or by freezing half-full bottles the night before the ride and topping them off in the morning. You might also consider using insulated bottles. If you're using a hydration pack, adding ice will keep your torso cool, too.
6. When you're carrying energy drink in two bottles, lower the concentration in your second bottle because as you fatigue and heat up, you'll likely prefer less flavor and sweetness.
7. If you're riding hard, it's also important that your energy drink isn't too concentrated. Too rich a mixture can upset your stomach and even slow down or prevent absorption.

[Get the rest of the list...](#)

## Did We Spell Your Name Right?

Please help us get your information correct

To...   
 Cc...   
 Subject:

We worked a lot harder than you might imagine a few months ago (try three days), to update and correct our contact database. We know that we still might have

gotten some of your names or email addresses wrong. [Please let us know](#) if you need the spelling of your name changed, or want us to change your email address!

Thanks again for visiting with us for another month via our newsletter. Now get out and ride, come down to the store, or visit us [online!](#)

Sincerely,

Tony Jabuka  
 The Bike Palace

