



BECO Motor International Inc.
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NEWS RELEASE

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For Immediate Release
July 23, 2009

Demo Day for Charity at Studio Cycle Group – Sunday, July 26

Studio Cycle Group, located at 2923 Dundas St. W in the heart of Toronto's Junction district will be hosting a Demo Day for Charity this Sunday, July 26th between 11am and 3pm. Licensed LSM, M, M1, or M2 riders will have the opportunity to try out a KYMCO scooter or motorcycle and participants will be asked to make a \$5.00 donation which will go directly to Kids Help Phone. Studio Cycle Group will also be donating \$1.00 from every purchase on Sunday July 26th to Kids Help Phone as well!

Not interested in test riding? Well, there are a lot of other reasons to visit Studio Cycle Group on Sunday July 26th, here are just a few:

- Custom helmet fittings for ARAI helmets on site – If you purchase an ARAI that day you'll receive a 10% discount PLUS a free Ogio helmet bag.
- In store sales offering 10% and 25% off select items including all Hart & Huntington apparel, NEXO Sports Gear, Troy Lee Designs, Etnies shoes and more!
- A Humber College Training instructor will be on site to answer any questions about licensing.
- Be sure to ask about our selection of Pirelli bike tires as well!
- Pick up a Studio Cycle Group magnet tag and sign up on our customer list to qualify for ongoing offers. You can even take one for a friend!

We're looking forward to seeing you on Sunday – rain or shine!

The logo for Studio Cycle Group. It features the words 'STUDIO CYCLE' in a large, bold, black sans-serif font. Below 'STUDIO CYCLE', the word 'GROUP' is written in a smaller, black sans-serif font, with each letter centered under a corresponding letter in 'STUDIO CYCLE'. A large, stylized, grey swoosh graphic is positioned behind the text, starting from the top left and curving around the bottom right.