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Epic Cycles Expands to Bring Multi-Sport Retail, Fitness Amenities & New Café to Downtown Clermont in Central Florida

Clermont, Fla., March 25, 2015 – Epic Cycles is addicted to providing excellence for Central Florida cyclists and multi-sport athletes, and announced plans to expand operations, offer new athlete services and open a coffee & juice café at a new location in downtown Clermont, just across from the South Lake trail.

Construction begins immediately at 528 8th Street, and Roman Brana, Epic Cycles owner, plans for it to open officially later this summer. While Epic has always been much more than a 'bike shop,' (the store is currently located in Clermont at 2507 S Hwy 27), the new 10,000 square-foot facility will take serving elite athletes and weekend warriors to the next level:

- **Retail:** Epic offers the best-in-class, proven brands in road, triathlon, mountain bike, running, apparel, nutrition and accessories. Every piece of equipment has been tested and approved by the Epic athlete support team and meets their high standards to deliver optimal performance.
- **RedLava Training Studio:** Expanding upon its other location in Moscow, Epic's RedLava Studio will offer coaching classes for cycling, swim indoor training and running coaching, led by professional multi-sport trainers. Epic plans to elevate its popular Sunday outdoor training rides and offer the famous Points Series, designed to challenge and improve its cyclists and build camaraderie, in addition to new Running and Swimming group workouts, and Friendly Challenges.
- **Re:Nue Athletes Recovery Lounge:** Serious athletes know how important active recovery is for optimal performance and for the first time in Central Florida, the new location will offer state-of-the-art equipment for water therapy, recovery-pump boots, massage, electro-stimulation and more.
- **The 8th Street Energy Lab – Epic's outdoor/indoor Café** will offer its guests a chance to socialize, relax and refuel, and enjoy European style coffees customized for their taste and cold-pressed organic juices.
- **Full Repair & Bike Concierge Services:** Epic is expanding its Service area and will hire additional master mechanics to handle everything from quick-turn around repairs to custom bike building onsite. For out-of-town multi-sport athletes, Epic offers full concierge services to rebuild your bike race-ready for Central Florida's many triathlon events.
- **Free DIY Repair Shop:** Epic invites cyclists to take advantage of the free DIY Air Pump station, or to do their own simple repairs in the outdoor repair center, easily accessed from the new Epic Cycles ramp direct off the South Lake Trail.

"I am thrilled to announce the evolution of Epic," Brana said. "Our new location will bring to life our vision to create a premier destination for cyclists, multi-sport athletes and runners in the heart of Central Florida, providing them with best service, knowledge, products and innovation."

Florida recently became the No. 2 cycling state in the country, and announced plans to connect the state from coast to coast with a cycle-friendly trail. Epic Cycles aims to become a favorite destination along the route and is building a new direct access bike ramp for riders, runners or walkers to easily stop in to enjoy the store's many amenities.

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“Epic Cycles’ new multi-sport retail store and cafe is a perfect fit for our downtown and waterfront district,” said Clermont City Manager Darren Gray. “The shop will be right next to the center of the Coast to Coast Connector and will be a benefit to the many recreational cyclists as well as the competitive athletes who enjoy the trail.”

Epic will completely renovate the 85-year-old building, which formerly housed a bar/restaurant, with the latest in energy-efficient materials. Updates will include all LED lighting by Big Ass Solutions, new energy efficient A/C units, new bathrooms with shower facilities, and open-cell insulation throughout the building.

Epic Cycles has been working closely with First Green Bank to make the evolution possible. “First Green Bank is excited to be part of Epic Cycles’ innovative expansion into Clermont’s downtown waterfront district,” said Paul Rountree, president of First Green Bank. “We have a vision for Central Florida, in which small businesses are thriving while still caring about the health of their community and the environment.”

Follow the Evolution of Epic at <http://www.epiccyclesworld.com>, and via [Facebook](#).

About Epic Cycles

Epic Cycles is addicted to providing excellence for serious cyclists and multi-sport athletes that are motivated to perform at their best. The Epic team does more than offer best-in-class, proven brands in road, triathlon, mountain bike, apparel, nutrition and accessories; they help athletes’ achieve their performance goals. In the past eight years, Epic has established strategic partnerships with brands like Willier, Orbea and Pinarello, and launched a competitive professional and amateur triathlon team, [RedLava](#). And now, Epic is expanding on its mission to become Central Florida’s premier cycle and multi-sport athlete destination with a new location in downtown Clermont. Visit www.epiccyclesworld.com and follow our progress on [Facebook](#).

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