



The wheels on these bikes are community driven

www.southshorecycle.ca

For the past eight years, Cap's South Shore Cycle has pedalled its way into the hearts of cycling enthusiasts in Delta, Surrey, Langley and White Rock and Rob Wright, an avid cyclist in charge of marketing for the store, has been along for the amazing ride. He launched his career 25 years ago at the original Cap's cycle in New

Westminster. South Shore Cycle's current owner, Wayne Hobbis, is a member of the Cap's family.

"When we relocated to Delta from Surrey we wanted the community to decide the template for the store," said Wright. That "template" has included cyclists raising money for cancer research through the Ride2Survive, a very active Team Coastal Cycling Club and its 200 eager members, and their newest initiative Bicycle Fit Works.

While the store's expertise draws customers at all levels and ages (10-75 years old) weekly rides which began with just 12 riders can now attract 50-60 regulars or more.

The fundraising phenomenon Ride2Survive began when triathlete and Pastor David Barbour found himself in a life transition. He was invited to work at the store part-time. Barbour's father had recently died of cancer and good friend Eric Simpson was in treatment. Barbour came up with the idea for a one day ride that would be a metaphor for the challenges facing someone who was living with the illness and avid cyclists Kerry and Vicki Kunzli stepped up as organizers. The gruelling 400 kilometre route that follows the Coquihalla Highway from Kelowna to Delta first took place in 2005.

During the first year, the riders raised \$16,000. Now in its sixth year, and taking place as close to the longest day of the year in June, the Ride raised \$300,000 with 100% of the donations going to cancer research. "Administratively we piggyback onto the Cops for Cancer ride and that allows for zero administration costs," says Wright.

While the Ride2Survive is a huge challenge for participants, the store's biggest challenge comes from the competition of new technology in the form of Playstations and Facebook. "It used to be that every kid owned a bike. Now, we find that about only 10% of kids own a bike and ride it regularly." As encouragement, Team Coastal is able to provide bikes for youth who are interested in road riding. "Instead of a kid having to spend \$1,500 on a road bike, they can lease one for \$100 a year through the club."

While the shop sells and specializes in most categories of bikes, it's been recognized for its road bike commitment.

On Monday nights just outside the Scott Road Cactus Club passers-by might do a double-take when they see the new parkin-lot pedallin' led by Level 2 cycling coach, Kerry Kunzli. It's a class, says Wright, for beginner cyclists, cyclists who have trained all summer and don't want to lose their conditioning, and anyone focused on working on a specific areas such as improving their breathing or heart rate. "There's no traffic and as a result, Kunzli can really focus on assisting individuals with technique."

Their latest initiative Bicycle Fit Works uses "advanced motion capture technology to record the most accurate and realistic data. This combined with a personal agenda and individual body measurements (not averages) allow for a complete biomechanical fit."

Safety issues in and out of the shop are paramount. Bikes are moving vehicles, said Wright and that's why we adhere to a set of standards in purchase, maintenance and repair. Guy Mercier, their head mechanic, is responsible for overseeing the work of junior mechanics

There's chemicals that must be handled properly (a lot of new bikes use hydraulic fluids for the new disc brake systems) and goggles are a necessity when using them. "We have proper procedures for maintaining and using power tools and a clear separation of clients from the work area."

"On the road, we always have at least one rider with First Aid and we have a 'no drop policy' meaning nobody gets left behind. Either the pace is adjusted or another rider will voluntarily adjust to the slower pace," said Wright.

His own personal safety commitment comes from firsthand experience. At 21, while participating in the Tour de White Rock, he collided with another rider and he lost control crashing headfirst into the fibreglass canopy of a parked truck. "Helmets were only mandatory in races then," he said, "thankfully I was wearing one and it saved my life." After two more accidents in quick succession, he heeded the warning signs and found his contribution in the form of community outreach. As in cycling he knows that what goes around, comes around and he's seen how people working together and having fun has made a huge difference to individuals and the community through the store's outreach initiatives.