

Who's Watching The Tour?

1 message

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Peachy,

We're definitely keeping an eye on the "tour" who's wearing the coveted Yellow jersey and yelling "ALLEZ! ALLEZ! ALLEZ!" (french for GO!, GO!, GO!). If you were unaware, Big Peach started carrying bikes at our [Brookhaven location](#) in 2021 and in [Midtown](#) in 2022, locations we call, Big Peach Ride + Run. So we're interested in one of the biggest cycling races every year.

It is the oldest of the "Grand Tours" which started in 1903 and cycling fans would consider this the "Super Bowl" of cycling. It is a multi-stage race consisting of 21 stages over 23 days and covers over 2,200 miles by bike on some of France's most iconic, scenic, and challenging climbs. There's plenty of action and drama each day as 22 teams compete to have one rider earn the coveted "Yellow" jersey at the end of 23 days.

Cycling has gained popularity over the past few years, largely due to the pandemic, even if just for recreation. Just last month, Netflix released "[Tour de France: Unchained](#)", an 8-part docu-series covering last year's race that has gotten [rave reviews](#), even from non-cyclists. Professional women are also getting more media attention as 2021 was the first year of the Paris-Roubaix Femmes and in 2022 the Tour de France Femmes took place. The first version of the Women's Tour de France took place in 1955 and didn't happen again until 1984 and ended in 2009. Interestingly, many people think that Greg LeMond was the first American to win the Tour de France (1986) but it was Marianne Martin in 1984! The [Tour de France Femmes](#) kicks off on July 23rd and is sponsored by [Liv Cycling](#), a brand designing bikes specifically for women (which we happen to carry along with [Giant](#) and [Momentum](#)).

Whether you're inspired to jump on two wheels by watching any of the "Tour" or simply want to enjoy a leisurely ride through your neighborhood, stop by our [Brookhaven](#) or [Midtown](#) locations and we can guide you to a new bike you'll enjoy for many years. We also provide bike servicing if you have a bike that needs some TLC. You can also check out our bike inventory at Big Peach Ride + Run's [website](#).



SOCIAL RUNS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	SATURDAY
Alpharetta	6:30 pm		6:30 pm		
Brookhaven		6:30 pm		6:30 pm	
Cumming				7:00 pm	8:00 am
Decatur			6:30 pm		
Kennesaw		6:30 pm			
Marietta		6:30 pm			7:30 am
Midtown		6:30 pm			7:30 am
Suwanee		6:30 pm		6:30 pm	

Brookhaven Group Ride

Wednesdays, 6:00 pm

Join us every Wednesday night for a group ride around the Brookhaven area. The ride will be led by members of our team and the Brookhaven Bicycle Alliance. The rides are open to all abilities with 13-mile & 20-mile routes. With warmer temps and longer days, it's a perfect time to enjoy a ride outside! Course details are available [here](#).

EVENTS

How To Hate Running Less

Marietta - Wednesdays, 6:30 pm

"How to Hate Running Less" is a 30-minute FREE class with basic instruction, simple drills, and light running designed to make it feel lighter, smoother, and EASIER. It's open to everyone (Walkers, Runners, Kids). Come ready for light drills and running outside in our East Cobb location.



Plantar Fasciitis Monday

Cartersville - Mondays, Noon

This event is weekly and for anyone with Plantar Fasciitis or any foot issues. You can sign up [here](#) but it is not required to attend. Get personalized help from Jay Stephenson including how to massage and treat your Plantar Fasciitis. RSVP [here](#).

FEATURED RACES

Button Down Dash

August 5th - Suwanee, GA

Toss your coat and tie, kick off your wingtips, and race for an active community at the 10th Annual Button Down Dash 5K! This race is part of the Suwanee Running Series. Complete 5 races and receive a complimentary limited edition finisher shirt from the City of Suwanee and Big Peach Running Co. Register [online](#).



Dog Days 5k

August 5th - Marietta, GA

The "Dog Days" 5K honors the heat and humidity of summer and over the years, the Rotary Club of East Cobb has donated more than \$600,000 from race proceeds to local and international service projects. All



participants will band together to raise money for Rotary charities.
Register [online](#).

PACKET PICK-UPS

Run F.A.R 5k

[Kennesaw](#) - July 13th, 4 pm - 7 pm

RACE PARTNERSHIPS

- July 15: [Run F.A.R. 5k](#)
- July 23: [Hot 2 Trot](#)
- August 5: [First Responder 5k Run/Walk](#)
- August 5: [Button Down Dash](#)
- August 5: [Dog Days 5k](#)
- August 5: [Bulldog Dash 5k](#)
- August 13: [Area 13.1 Half Marathon & 5k](#)
- August 26: [Hot Pursuit Glow Run](#)
- August 26: [Annandale Village Extra Mile 5k](#)

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