



PRESS RELEASE

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Mellow Johnny's Bike Shop to Open at Fort Worth's Trailhead Cycling & Fitness Center

Iconic shop born in Austin to launch first expansion in Fort Worth's Clearfork to offer sales, service, and a mission to promote cycling as transportation, fitness, and a way of life.

Fort Worth & Austin, TX. Mellow Johnny's Bike Shop is expanding to the Clearfork Trailhead Cycling and Fitness Center in Fort Worth, Texas. The location will be the first spinoff of the shop, which is based in Austin, Texas. The Fort Worth location ownership agreement includes partners in the Clearfork development and will be operated and managed by Mellow Johnny's.

Mellow Johnny's will be the cycling component of the Trailhead Cycling and Fitness Center. The space is at on the banks of the Trinity River, on a cycling/hiking trail that covers more than 40 miles along the river. Clearfork is a mixed-use development of residential, retail, and restaurant businesses.

"The Trailhead vision is a perfect fit for Mellow Johnny's," said Will Black, General Manager of the store. "Fort Worth is a close-knit and unique community—much like Austin—and the Trailhead is a vibrant gathering place for cycling and life. That's exactly what Mellow Johnny's wants to be."

The Cycling and Fitness Center has broken ground, with an opening slated for late Spring 2015. In addition to Mellow Johnny's, the 13,000 square foot facility will house a fitness studio that expands off the initial Trailhead concept. With views of the Trinity River and the Trinity Trail system, the rooftop bar will have food, beer and wine service during evening hours and on weekends. Much like Mellow Johnny's in Austin, the Trailhead location will be a gathering place for shoppers, cyclists, and diners.

"We've been exploring expansion opportunities, and we've vetted Fort Worth thoroughly," said Todd Church, Partnerships Manager at Mellow Johnny's. "It offers the right combination of location, personality, and business viability. We want it to serve the Fort Worth community, but also be very 'Mellow Johnny's.'"

Mellow Johnny's opened in Downtown Austin in 2008 with a mission to create not only a retail space serving the cycling community, but a social hub for people of all walks of life with a focus on growing bicycle ridership and mobility. The shop welcomes casual riders and commuters, and offers lockers, showers, training, and a café, all in the center of town.



The Fort Worth location will feature a complete retail offering along with service, clothing, parts, & rentals, as well as training. Its location at the Trailhead makes it a hub for cyclists and runners using the path along the Trinity River.

“It’s a great place for beginners to learn to love the bike,” said Will Black. “The trail is non-intimidating—not to mention, beautiful. You can start and finish your rides here and bookend them with coffee, food, and drink.”