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FOR IMMEDIATE RELEASE

## Ballweg Midwest Toyota's Popular Borrow a Bike Program Returns

*Bikes, Equipment Will Be Donated to Riverfront Inc. in the Fall to Help the Disabled*

LA CROSSE, Wis. (Tuesday, April 14, 2015) – Ballweg Midwest Toyota is teaming up with a local bike shop and a nonprofit organization that serves people with disabilities to again offer its popular Borrow a Bike program for 2015.

The dealership recently purchased four new adult bicycles and helmets from Smith's Cycling & Fitness in La Crosse. Ballweg Midwest Toyota customers waiting for their vehicles to be serviced throughout the spring, summer and fall can use the bikes free of charge. After that time, the dealership will donate the bikes to Riverfront Inc., an organization that provides innovative support to individuals with disabilities.

**At 10 a.m. Wednesday**, representatives from the four organizations will kick off this year's Borrow a Bike program with a **photo shoot and "test ride"** at Ballweg Midwest Toyota. Dealership General Manager Sean Green will be joined by Mary Kessens, CEO/president of Riverfront Inc.; Carl Johnson, owner of Smith's Cycling and Fitness; and Dani Peterslie, manager of Pearl Ice Cream Parlor.

Dealership customers will have access to two men's bikes and two women's bikes. Customers who take advantage of the Borrow a Bike program can again pedal their way to a sweet treat: They'll receive a token for a free scoop of ice cream at Pearl Ice Cream Parlor, located about a half-mile from the dealership near Riverside Park.

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The Borrow a Bike program, which Ballweg Midwest Toyota started last year, is the dealership's way of encouraging its customers to get active, explore their community and experience green transportation alternatives. Green said he's especially proud to once more assist a local nonprofit organization through the program.

“Ballweg Midwest Toyota is invested in enriching our community,” Green said. “Last year, we donated our Borrow a Bike equipment to the Family & Children's Center. This year, we wanted to help a different segment of the population, and we chose Riverfront Inc., a widely respected organization doing incredible things to help people with disabilities live meaningful lives.”

Founded in 1977, Riverfront is a private, nonprofit organization that provides support and training to people with disabilities so they can live independently, work and earn paychecks, and participate in the community as workers, neighbors and friends. Riverfront serves thousands of individuals each year in Wisconsin and Minnesota. To learn more, visit [Riverfrontinc.org](http://Riverfrontinc.org).

**About Ballweg Midwest Toyota:** The Ballweg Family of Dealerships includes Ballweg Midwest Toyota in La Crosse, Wis.; Ballweg Toyota of Wausau in Wausau, Wis.; Ballweg Chevrolet Buick in Sauk City, Wis.; Ballweg Ford in Sauk City, Wis.; and Mercedes-Benz of Rochester in Rochester, Minn. Since the very first day of business in 1965, the Ballweg Family of Dealerships has made it our No. 1 priority to ensure that every customer is 100 percent satisfied with each visit to our facilities. Whether it is for sales, service or parts, we will always apply the principles of trust, honesty, respect, integrity and commitment. You can always expect uncompromising levels of professionalism at our dealerships. Our standards of excellence shall always be set by you, our customer, accomplished by listening to you and providing the levels of service you expect from a world-class dealership. Visit [Ballweg.com](http://Ballweg.com) for more information.

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