FOR IMMEDIATE RELEASE

Media Contact: Jordan Johnson

jordan@jpjconsult.com

**Specialized to Open Experience Center at Ledger in Bentonville this Fall**

*Variety of high-performance bikes to be available for riders to demo on local trails*

BENTONVILLE, Ark. (June 8, 2022) - Today, Specialized announced that their new Experience Center will open at Ledger in downtown Bentonville this fall in addition to their Boulder, CO and Santa Cruz, CA locations. Part of Ledger’s mission is to provide the community with access, and they are excited to announce this partnership with Specialized to unlock access to high-performance bikes, gear, and dedicated staff so cyclists can have the best experience in one of the top riding destinations in the world.

Specialized Experience Centers provide an opportunity to engage directly with the brand in an environment where the primary focus is on the riding experience. They’re designed to be communal hubs where people can come together and talk about all things bikes. Manager of Retail Services Jennifer Gibbons describes the environment of the Experience Center.

*We’ve designed the Bentonville space as a comfortable place to connect before and after your time on the trails. Take a bike out for an incredible ride, then come back and relax with friends, study the map wall to plan your next adventure, or hang out and chat with our local experts. You can even take a post-ride shower and enjoy a coffee.*

Mountain Bike Category Leader Sam Benedict explains why Specialized is excited to join the Bentonville community.

*While cycling is what attracted us to Bentonville, it’s the welcoming, passionate people that made us believe we had to be there permanently. The trail network is unlike anything I’ve seen before while the community cares deeply about intertwining riding with art, music, education, food, and dynamic outdoor life that holds its arms wide open to all people. We are honored to support and join that community. Ledger and its team are truly first-class and creating an overall professional & welcoming environment that aligns with our beliefs in pedaling the planet forward.  We can’t wait to welcome everyone.*

Specialized Experience Centers offer:

* A world class demo experience with the best performance mountain and gravel bikes and equipment
* Weekly group rides for all levels of cycling
* An environment to hang out after a ride to learn more about Specialized or to just relax and enjoy a beverage

To accommodate the needs of the Experience center, Specialized seeks to hire several employees in downtown Bentonville and is slated to open in October of 2022. Jobs will be posted on the [Specialized Careers site](https://www.specialized.com/us/en/careers).

To celebrate this announcement, Ledger is partnering with Specialized to give away a bike and a 12-month hot desk membership to Ledger. A winner will be selected on Wednesday, June 15th. For details on how to enter, visit Ledger’s Instagram account: @ledgerbentonville.

**About Specialized**: Specialized Bicycle Components was founded by Mike Sinyard in 1974. Based in Northern California with locations around the world, the private company focuses on functional and technically advanced products that enable every rider to perform at their best.

**About Ledger:** Located in the heart of downtown Bentonville, Ledger is a multi-use building with six stories of public bike ramps, workplace options, bookable space, and retail. Specialized joins Mertins Eye + Optical as two of the four retail offerings at Ledger.  Now leasing office space and will announce opening dates in August. Follow for updates on social media @ledgerbentonville. For information on leasing or workplace memberships, contact hello@ledgerbentonville.com.

-30-