



**THE PEABODY MEMPHIS PARTNERS WITH VICTORY BICYCLE STUDIO
TO OFFER PREMIUM MEMPHIS CYCLING EXPERIENCE**

MEMPHIS, TN – June 15, 2018 – The Peabody Memphis is partnering with Victory Bicycle Studio to offer its guests a high-end, custom cycling experience with its new Rest & Ride Package. The downtown Memphis luxury hotel will offer two vacation packages, one with a lightweight Hybrid Bike for casual cyclists looking for a relaxed comfortable ride, starting at \$304, and one with a aluminum racer Road Bike for experienced cyclists and long distance rides, starting at \$379.

Each package will include a one night's stay, bike rental, a Peabody-logo sports bottle, and discounts in both Feathers Spa at The Peabody and at Victory Bicycle Studio. As part of the personalized experience, Victory Bicycle Studio will custom-fit each guest with their choice of a Hybrid Bike or Road Bike and deliver the bicycle to the hotel with all cycling essentials.

“With the opening of Big River Crossing and the expansion of the Greenline and bike lanes throughout Memphis, we wanted to offer our guests a way to get out and enjoy the city on two wheels. But, this being the ‘South’s Grand Hotel’, it had to be a personalized and premium experience that would exceed our guests’ expectations,” said Douglas V. Browne, President, Peabody Hotels & Resorts.

"We are eager to showcase our top-of-the-line bikes, knowledgeable staff, and tailored service to The Peabody's discerning clientele. This is a service offering that is unparalleled in either industry currently, and we are excited to partner with The Peabody and compliment the hotel's long-standing reputation for guest service," said Clark Butcher, Owner, Victory Bicycle Studio, adding "After all, there is no better way to explore a city like Memphis, than by bicycle."

Rest & Ride Package

Includes one night's accommodations, plus:

- Bike Rental (Road Bike or Hybrid Bike) with custom fitting and cycling essentials from Victory Bicycle Studio, including a bike helmet, bike lock, saddle bag with spare tube and co2 inflator, and MapMyRide bike route maps of Memphis.
- Peabody-logo sports bottle
- 25% off at Feathers Spa at The Peabody
- 15% off merchandise at Victory Bicycle Studio
- Hotel Service Fee, including WiFi

Package rates starting at \$304

Package based on availability.

Package must be booked 72 hours in advance.

About The Peabody Memphis

Legendary for its charm, elegance, and gracious Southern hospitality, The Peabody Memphis has been made world-famous for its five resident Mallard ducks, who march daily through the Grand Lobby at 11 a.m. and 5 p.m. The luxurious downtown hotel opened in 1869 and is on the National Register of Historic Places. Having recently completed a major renovation and restoration of the entire property, The Peabody continues to carry the distinction of the "South's Grand Hotel."

About Victory Bicycle Studio

Established in 2010, Victory Bicycle Studio has grown from a part-time project for its owner to a national industry leader in bicycle retail. The uncompromising commitment to service and attention to detail that have become the Victory standard is achieved through assembling a team of individuals that uniquely combine experience and passion for all things cycling.

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