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Fanatik Bike Co. moves into larger space

by BBJ Staff
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When it was time for more space, Bellingham-based Fanatik Bike Co. didn't have to look far to find a new home. Less than half a mile from its original location at 2025 James St., Fanatik's new location at 1812 North State Street is roughly three times the size of its previous building.

Store owners Mark and Kathy Salisbury, who moved the business in early February, felt the expansion was critical to meeting the cycling needs of the community.

"Cramped was probably a generous description — we even had a hard time finding things," Kathy said in a press release. "Our new space improves every aspect of our store. Because we can keep more sizes of each bike model on the floor, it's easy for our customers to choose from all the options available."

Fanatik is also stocking a wider variety of components, apparel, and accessories, and increased the capacity in its repair shop. There is four times as much parking available at the new location, and the relocation will allow the company to explore more internet sales and host more community events.

"Overall, we've improved the accessibility of the store ten-fold," Kathy said in the release.

Fanatik will host a grand opening celebration April 2 and April 3, which will include group rides, appearances by celebrity mountain bikers, a swap meet, a raffle, bike demos, and a barbecue. For more information, visit www.fanatikbike.com or call (360) 756-0504.