

# LIGHTEN UP BOULDER. BIKE LIGHTS ARE A BRIGHT IDEA.

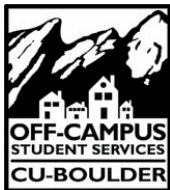


IF YOU'RE riding between dusk and dawn without a mounted white headlight and reflectors, YOU'RE **BREAKING THE LAW.**

The fine for riding at night without a light is **\$50**. But the good news is you can use the attached coupons and receive **10% - 15% off** at local retailers on the bike light accessories **required by law.**

**Save money on equipment that could SAVE YOUR LIFE.** Print out this email and bring these coupons to any of the retailers listed to receive your headlight and reflector discount.

In partnership with:



## RETAILERS OFFERING A **10% DISCOUNT** ON NITEIZE:

Coupon Code: GEN  
Expires 12/15/08



**Boulder Ski Deals**  
2525 Arapahoe Ave.

**Full Cycle on the Hill**  
1211 13th St.

**Into the Wind**  
1408 Pearl St.

**CU Bookstore**  
1669 Euclid

**Full Cycle on Pearl**  
1795 Pearl St.

**McGuckin Hardware**  
2525 Arapahoe Ave.

## BIKE SHOPS OFFERING A **15% DISCOUNT ON** BIKE LIGHT ACCESSORIES:

**Bicycle Village, Boulder**  
2100 28th St.  
(can't be combined with other offers)

**The Fix**  
3085 Bluff St.

**Sports Garage**  
2705 B Spruce St.

**Boulder Bike & Ski**  
655 S. Broadway

**Full Cycle on the Hill**  
1211 13th St.

**Trek Bicycle Store**  
2626 Baseline Rd.

**Boulder Bikesmith**  
2432 Arapahoe Ave.

**Full Cycle on Pearl**  
1795 Pearl St.

**University Bikes**  
9th and Pearl St.

**Boulder Cycle Sport**  
4580 Broadway

**Performance Bicycle Shop, Boulder\***  
2450 Arapahoe Ave.

**Vecchio's**  
1833 Pearl St.

Coupon Code: GEN  
Expires 12/15/08

\*Will offer 10% discount on bike lights, most lights are already discounted.

**WHEN YOU RIDE WITHOUT A LIGHT,  
YOU CAN'T SEE AHEAD - AND DRIVERS CAN'T SEE YOU.**