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## **Bikeadelic Hawaii Expands Waikiki Footprint**

*Locally owned bicycle rental and tour business relocates to a larger space providing enhanced customer experience for visitors and residents alike*



*Owners Travis and Chelsie Counsell in front of the new location at 2379 Kuhio Ave. inside OHANA Waikiki East by Outrigger*

**HONOLULU** (July 22, 2019) – Bikeadelic Hawaii is pleased to announce its relocation to OHANA Waikiki East by Outrigger. The new street-level shop next to Whalers General Store on Kuhio Ave. is nearly twice the size of its previous Waikiki location and houses more than 100 bicycles. The expert team specializes in offering a wide variety of bicycles from youth to professional, to electric-assist and even a tandem! Bikeadelic Hawaii has rented to more than 18,000 guests since opening in 2016 and looks forward to helping thousands more experience Aloha on Two Wheels!

Bikeadelic Hawaii offers bicycle rentals, guided tours, as well as bicycle related apparel and souvenirs. It also offers bicycle repair services for visitors and residents. Rentals start at just \$7 per hour and include helmet, lock and map. Daily rates and discounted multi-day rates are also available. Bikeadelic Hawaii also offers larger group tours and rentals, perfect for team building, adventurous weddings and more.

Owners Travis Counsell, MBA and Chelsie Counsell, PhD are residents of Kailua, Oahu, and passionate advocates for cycling in Hawaii. Travis, a recent graduate of the Shidler Executive MBA program, previously worked for the Hawaii Cycling League as its events director and organized the Honolulu Century Ride. Chelsie has taught cycling education courses and is a PhD marine biologist. Both are excited to share their love for cycling with the visitors of Hawaii. Bikeadelic Hawaii's goal is to encourage more people to see Hawaii via bicycle, rather than rental car. Not only is bicycling good for your health, it's a better way to see the sights and better for the environment, plus it's easier to park!

"More space means more bikes! I'm thrilled to share my passion for cycling with the visitors of Hawaii. Whether they want to ride to Diamond Head or go on a custom tour around the island, I truly believe the best way to see Oahu is by bike," said Travis Counsell, owner. "Bikeadelic Hawaii is also excited to join the Outrigger ohana and looks forward to offering Outrigger Hotels and Resorts' guests discounted rates on rentals and tours," Counsell added.

"As a family focused brand, OHANA Waikiki East by Outrigger is delighted to have Bikeadelic Hawaii as our newest tenant; the partnership provides a fun amenity for our guests to experience Oahu in a unique and environmentally friendly way," said Chrissy Thomas, general manager of OHANA Waikiki East by Outrigger.

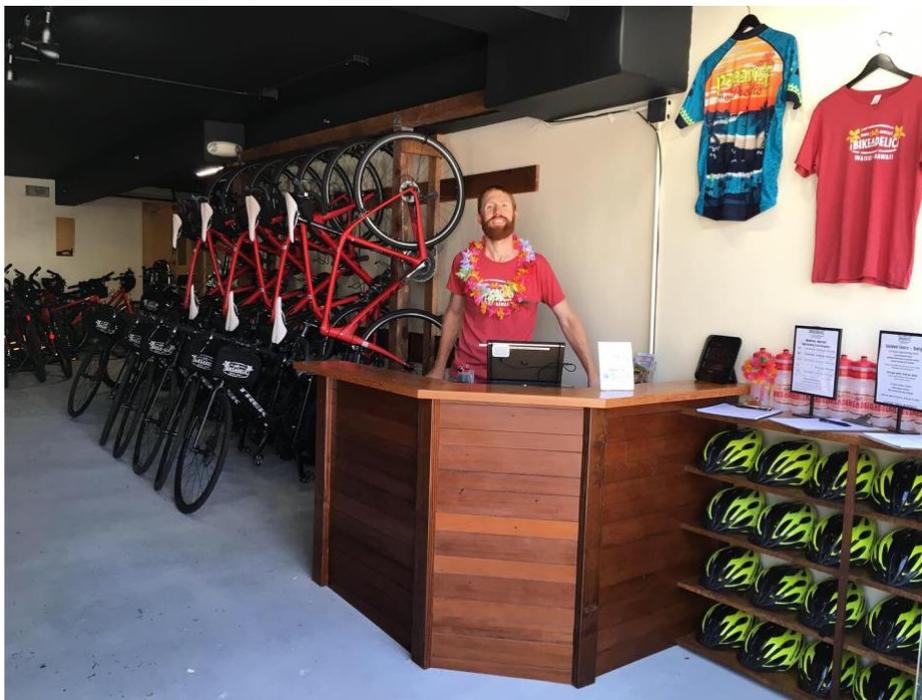
**Media are invited to attend the Open House and Blessing: Thursday, July 25, at 4 p.m.**

Address: OHANA Waikiki East by Outrigger // 2379 Kuhio Ave, Honolulu, HI 96815

Pupu and drinks to follow blessing.



Expanded space for merchandise and additional bicycles.



All rentals include helmet, lock, map and personalized route suggestions.



Expanded service area to ensure the highest-quality bicycle rentals in Waikiki.

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