

"Small Business Saturday"



This is probably 1,850 Saturdays ago. A bit different then than now!

This is our 1,869th Saturday of supporting cycling, and the needs of cyclists, since we opened in February, 1980. Aside from the first couple of months, "size didn't matter." We never thought of ourselves as small or large, but rather the right size at the time to help get people onto bikes and enjoy cycling. We think we're exactly the right size, but we also admire the ability of some to create larger organizations with many locations, as well as the smaller niche shop around the corner.

The focus on "Small Business Saturday" is a bit misguided. It should be on finding the right business everyday, the people who are there for you, who have a history with you and can help make those things you surround yourself with more-useful and longer-lasting rather than just sell you something new that you think you want until you realize it's not all that great and gets tossed in the garage with all the other things that seemed like a good idea at the time.



Still in the 80s, we were rapidly outgrowing our space! Classic overstuffed bike shop chic.

We're here, along with many others, to help with what you need, what will make your life better and more fun today, tomorrow and years down the road. Because we're not a website, we're people, and we value relationships for more than just the dollars at the end of each day. --Mike Jacoubowsky, Partner, Chain Reaction Bicycles