

'Bicycle Wheel' builds bikes for kids

Store featured on NBC's 'Today Show'

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JOHNS CREEK – It's not every day NBC's Today Show features local businesses.

But one Johns Creek business owner participated April 18 in a segment on the popular morning

TV show – and all to better the lives of at-risk children.

"We're thrilled to be a part of the event," said Scott Jones, owner of the Bicycle Wheel in Johns Creek. "Especially being a local business – it's great."

For seven years the show has featured a "Lend a Hand" program, where weatherman and

feature reporter Al Roker travels the country with a truck full of goods that will be donated to various charities.

This year, Wilderness Works, a non-profit organization in Atlanta, was a stop on the Today Show's tour. Wilderness Works helps at-risk children with education, recreation and outdoor



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Bicycle Wheel owner **Scott Jones** (center) stands with store employees **Ed Norton** and **Amos Harvey**.



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The Bicycle Wheel in Johns Creek built bikes for Wilderness Works, a non-profit organization that helps at-risk children.

adventure experiences.

Jones assembled 24 bicycles from Pacific Cycle to donate to Wilderness Works. Jones said it took about an hour to assemble each bike, complete with kickstands.

Three large trucks were unloaded on the TV show segment, where hundreds of items were given to the children, including sporting equipment, books and various other donations.

The Bicycle Wheel, located on Medlock Brige Road, has provided assistance to other organizations, such as the Boy Scouts,

Susan G. Komen for the Cure and local elementary schools.

Jones, who lives in Alpharetta, opened the Bicycle Wheel in July 2004. He said he worked as a software consultant but decided to change careers and get back into the bike business – something he did while in college.

The store features bicycles, clothing, shoes and helmets, as well as accessories.

Jones said the Bicycle Wheel features one of the largest kids' bike selections in Atlanta. The store is located at 10350 Medlock Bridge Rd., Suite 206 in Johns Creek.