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Sugar Beach, A Viceroy Resort and Schiller Bikes announce world first

News Release
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From July, 2015 guests at Sugar Beach, A Viceroy Resort, on the stunning Eastern Caribbean island of St Lucia, will be able to cycle on water. The resort will become the first in the world to partner with Schiller Bikes and feature their revolutionary S1- a hybrid of a premium bike and a catamaran.

Schiller Bikes is the brainchild of marketing CEO-turned inventor, Judah Schiller, who in 2013 became the first person to ever bike across the San Francisco Bay and Hudson River. What started as a socially innovative transportation idea soon became a vision for a new frontier in biking and water sports that would ignite the imagination of people around the world.

Sugar Beach will feature a special, carbon fiber version of the S1 that is safe and stable in open water, easy to use and 100% human powered. Guests will be able to explore the wonders of Anse des Pitons—the span of water between the UNESCO World Heritage-listed Pitons, look down and view the marine life below as they peddle, and work off any indulgences from the night before.

“We’re delighted to be the first hotel in the world to offer these innovative bikes,” Andre Boersma, General Manager of Sugar Beach, A Viceroy Resort, said. “We strive to offer the best guest experiences, and the new bikes will allow our guests to explore Anse des Pitons and the Caribbean sea in an unprecedented way; We invite them to try the Schiller Bike experience here first, in our beautiful setting between the Pitons.”

The S1 enables people of all athletic abilities to experience a true cycling experience on the water for fun, fitness, touring, and adventure.

“We are thrilled to send our first S1 bikes to Sugar Beach,” says Founder & CEO, Judah Schiller. “This is an exciting opportunity and we look forward to enhancing an unforgettable guest experience.”

Schiller Bikes will be available at the resort starting July 1, 2015. The resort will offer instructed on-the-water spin classes in addition to making the bikes available for hire.



About Viceroy Hotel Group

[Viceroy Hotel Group](http://www.ViceroyHotelGroup.com) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Riviera Maya, Palm Springs, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Cartagena, Bodrum, and Dubai. For more information, visit www.ViceroyHotelGroup.com.

About Schiller Bikes

Schiller Bikes is built on a vision that a blue planet is meant for biking. Based in California, the company is boldly pioneering a new frontier in cycling and water sports. Schiller Bikes aims to give everyone the opportunity to experience trailblazing voyages, weekend expeditions, and incredible rides across an aquatic paradise. The ride doesn't end at the water's edge. For more information, visit www.SchillerBikes.com.

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