

**For Immediate Release**

**Contact:** Adam Russo  
[Adam@COM616.com](mailto:Adam@COM616.com)  
616-350-4202

**NUCRAFT PARTNERS WITH DETROIT BIKES FOR NEOCON SOCIAL MEDIA PROMOTION**

CHICAGO – June 15, 2015 – Nucraft today announced a partnership with Detroit Bikes for a social media photo contest at NeoCon 2015. Nucraft is awarding a Detroit Bikes [A-Type bicycle](#), a \$699.99 value, to the individual who shares the most inspiring or creative photo of its Chicago showroom. Photos can be posted to Twitter or Instagram but must be shared between June 15 and 16 using the hashtag #MoreWithLess.

“The partnership with Nucraft Furniture has been very organic due to our shared appreciation of detail and high-design,” said Zak Pashak, owner of Detroit Bikes.

Detroit Bikes are hand-welded, minimalist bicycles that feature enhanced durability and a high-quality ride.

The A-Type bicycle features a steel frame, custom-designed rear rack, stainless steel spokes, alloy rims, a shimano nexus internal 3-speed gear hub, Kenda KWest all-weather tires, a vintage-styled riveted seat and a rich matte-black powder coat finish.

The A-Type bicycle is on display inside the Nucraft showroom, which is located at suite 1166 on the 11<sup>th</sup> floor of the Merchandise Mart. Nucraft's social media team will choose the contest winner.

###

**About Nucraft**

Nucraft provides inspiring designs and custom capabilities to help designers deliver exacting fit, finish and value in collaborative, private, reception and training spaces worldwide. Nucraft's award-winning products serve customers with imaginative solutions integrating technology and flexibility into furniture in new and inventive ways. Founded in 1944, headquartered in Grand Rapids Michigan, Nucraft remains family-owned and privately held. For more information visit: <http://nucraft.com>

[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Pinterest](#) | [Instagram](#)

**About Detroit Bikes**

Detroit Bikes are built in a city with manufacturing prowess and deep traditions of bicycle production, touring, recreational riding, commuting, and racing. We are located on Detroit's west side at 13639 Elmira Street. In our 50,000 square-foot factory we have the capacity to produce 100 bicycles a day, marking the return of high-volume US frame manufacturing.

For more information, visit: <http://detroitbikes.com>