

GearHeads Helps You Stay Active in the Outdoors

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In order to keep fit and enjoy the sports we love, several things are necessary: determination, a healthy lifestyle, and reliable equipment. Owned and operated by Damien and Tammy McCarthy, GearHeads in Petawawa has quality gear for everything from running, cycling and camping to snowshoeing, skiing and snowboarding. More than just a place to purchase gear, the staff at GearHeads can help answer questions, shop for new gear, or service your current equipment. Damien says, “We put a lot of effort into staying current with annual training and using the products we sell, so we can pass on the knowledge to our customers.”

GearHeads has an on-site bike shop and recently upgraded bike fitting area with three fully trained 3-D fit technicians. They offer complete fits from recreational riding to full triathlon and race fits. “The benefits of buying a bike from a bike shop is having it properly fit and set up for the customer,” Damien explains. “We often have customers that bring in bikes that are either too big or too small. The bike was not properly set up from the get go.”

Every bike from GearHeads is built and serviced in their shop to properly fit each individual. “We also take care of the customer after the sale,” Damien assures. “Whenever we sell a bike, we offer our customers a free tune up on there bike worth about \$40 and a free basic fit worth up to \$50. We also offer 20% off a helmet to encourage everyone to wear a helmet for safety.”

The staff of GearHeads is continually being trained so they can help customers find the right equipment and provide advice on where to shop for sports and outdoor-related products and comfort or mechanical problems with a bicycle. They can answer questions about outdoor active sports and give information about getting into cycling, triathlon, running, adventure racing, cross country skiing or snowshoeing.

“We put a lot of effort into the servicing side and staying current with the latest technology and techniques,” Damien says. The store offers services such as ski and snowboard tuning and waxing, skate sharpening and service to all brands of bicycles. In addition to a wide range of gear, they also carry energy bars, nutritional supplements and hydration systems.

Damien and Tammy bought B&D Bicycle and Sports, a fixture in Petawawa for more than 25 years. “We decided to remain in Petawawa because we felt there was a need to service the market,” explains Damine, “and we wanted to build a community around it.”

As active members of the community, Damien and Tammy are busy with numerous local triathlons, bicycle rodeos, races, ski activities and events, adding trails and many local events.

“We have also been a big part in organizing the Ottawa Valley Mountain Bike Association (OVMB),” Damien says proudly. Some of the charity events they support include, the Harry Beck Memorial Road Ride with donations going to the Make a Wish Foundation, East Side Mario's & GearHeads Charity BBQ with the money raised going to the Pembroke General Hospital and the OPP 100km Charity Ride that raises money for local families in need.

GearHeads also offers several types of running groups and cycling events. “We take customers out every Wednesday night for mountain bike rides out at Forest Lea,” he says. “We are also currently putting together a mountain bike and road bike club.”

More information on this can be found at ovmba.blogspot.com.

“We're more than just bikes,” he says. “We're an outdoor adventure store!”