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Lt. Governor Kim Guadagno Promotes "Open for Business" Message At The Peddler In Long Branch

Wednesday, May 21, 2014 Tags: [Jobs and the Economy](#)



Highlights The Optimism And Resilience of Jersey Shore Small Businesses Ahead Of Memorial Day

Trenton, NJ – In anticipation of the upcoming Memorial Day holiday, Lt. Governor Kim Guadagno today visited The Peddler in Long Branch to highlight the strength and steadfast determination of small business owners to rebuilding process in the aftermath of Superstorm Sandy. Like many other communities in Monmouth County, the residents and businesses of Long Branch suffered considerable damage in the aftermath of the storm.

"As we prepare for Memorial Day, it's important to remember the long and uncertain journey so many business owners faced in the immediate aftermath of Superstorm Sandy," said Lt. Governor Kim Guadagno. "In those first dark hours and days, nothing was certain and returning to normalcy was never a foregone conclusion. Today is not only about promoting the fact that small businesses like The Peddler are open for business as we begin this summer season, but celebrating the incredible optimism and resilience of those who never lost faith that better days were ahead."

Founded in 1970 by the Schiavo family, The Peddler is one of the region's leading bicycle retail and service centers. Offering a full selection of the newest brands and models, the location boasts services for every type of bicycling enthusiast – from the casual beach rider to the most avid mountain biker or road racer. The business also employs advanced motion capture technology to maximize the comfort and experience of the customer.

"Lt Governor Guadagno is a longtime, loyal patron of The Peddler," said owner Mike Schiavo. "We thank her for her continued support of small businesses like ours, especially in the aftermath of Superstorm Sandy and we look forward to servicing the Jersey Shore cycling community for years to come."

To help facilitate its full economic and structural recovery, The Peddler received a \$50,000 Stronger NJ Business Grant from the New Jersey Economic Development Authority. The Stronger NJ Business Grant Program was created specifically to assist small businesses and non-profits that sustained storm-related damage, and was part of \$460 million in overall Community Development Block Grant (CDBG) Stronger NJ Business Programs to support businesses and communities hardest hit by Sandy.

"As a resident of Monmouth County, Lt Governor Guadagno saw firsthand the havoc Superstorm Sandy wrought on our community," said Long Branch Mayor Adam Schneider. "Her continued support of our town has been invaluable and we are grateful to her for visiting today."

In addition to owner Mike Schiavo and Mayor Schneider, the Lt. Governor was joined by Monmouth County Freeholders John Curley and Serena DiMasso.

To learn more about The Peddler in Long Branch, visit www.ThePeddler.com

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