



Smart Capital for Smart Growth

## FOR IMMEDIATE RELEASE

August 25, 2009

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## THE PELOTON WELCOMES NEW BUSINESSES TO A MIXED-USE COMMUNITY

BOULDER, Colo., Aug. 25 /PRNewswire/ -- With 19 sales in the past seven weeks, The Peloton has become a hot spot for buyers seeking a 'new urban' lifestyle in the Boulder area. But interested home-owners aren't the only ones eager to be a part of this active Community. The Peloton's retail plaza is quickly filling in, with a third retailer slated to open this winter. A local pizza joint, called Pizzeria Basta, will join the Community alongside the already successful Pilates Junction and Gindi Cafe.

Between a Pilates studio, eco friendly cafe and eatery, and now a pizzeria, The Peloton has made a point to choose diverse businesses that resonate with the health-conscious and community-focused mentality of the Boulder area.

Pilates Junction joined The Peloton in late April, becoming the first tenant of the plaza. Specializing in the Classical Pilates Method, Pilates Junction is a unique studio that focuses on fitness and wellness through top-of-the-line equipment, private instruction and intimate group sessions. Founder Jodi Woodruff brings over 10 years of experience as a Certified Pilates Method Instructor and is enthusiastic that this new location at The Peloton will lend itself to increasing popularity for her business.

"Boulder is the quintessential area for the Pilates industry and The Peloton's central location offers the perfect home for our studio," said Woodruff. "We're seeing constant foot traffic and new business coming our way, while still keeping that familiar 'everyone knows your name' feel. I'm really happy about our move to this new spot and am excited to see what's in store."

The next tenant in line, Gindi Cafe, entered the scene only a few weeks ago and is now open for breakfast, lunch, happy hour and small plates. With a low-impact philosophy, this cafe is passionate about wind power, committed to recycling, and adamant about using eco friendly products along with cage-free eggs and hormone and nitrate free meats. Named after owner and Boulder resident Francine Gindi, the cafe has a goal "to provide healthy meals at affordable prices by using a balance of natural and organic ingredients."



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Sticking with the community-centric vibe, The Peloton's latest addition will bring local ingredients to the table through their Boulder/Italian flair. Pizzeria Basta is a Chef-driven concept based on the food of Southern Italy. Pizzas and dishes will be cooked in an oak-burning oven and accompanied by an intelligent wine list and familiar beers.

"Basta, which means "enough" in Italian, is a concept based on simplicity," explains owner Kelly Whitaker. "Like the Italians, Pizzeria Basta will rely on local farmers and purveyors for ingredients, making it a Boulder Pizzeria, not an Italian Pizzeria."

The Peloton is pleased to see the energy and activity their tenant's bring to the community.

"As new tenants have joined The Peloton's retail community, we've noticed an ongoing trend," said Peter Cushman, Senior VP, Development at The Peloton, "All of these places share a commitment to quality, an appreciation for the local area, and a thoughtful approach to business. Places like this make the Boulder area an ideal place to live, and we're excited to be part of it all."

To be closer to all the action, The Peloton Sales Center has also moved over to the retail plaza. As of July 20th, the new center can be found at 3601 Arapahoe Ave.

### **About The Peloton**

The Peloton is the newest luxury condominium community in the heart of beautiful Boulder, Colorado. Located off Arapahoe Avenue between 33rd and 38th Streets, this multi-million dollar community has homes ranging from 750 sq. ft. to 1,900 sq. ft. in the form of lofts and 1, 2, and 3 bedroom floor plans. A 3,260 sq. ft. penthouse is also up for grabs, coming in at \$2.2 million.

Boasting the city's only rooftop swimming pool, a 6,000-square-foot private fitness club and a private movie theater with luxury stadium seating for 22, The Peloton allows you to enjoy private, upscale club living without the private, upscale club price.

For a tour of The Peloton, visit the Sales Center located at 3601 Arapahoe Ave, Suite 177 in Boulder or call 303.457.5230. More information about the location, lifestyle, and residences of The Peloton can be found at [www.thepeloton.com](http://www.thepeloton.com).



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### **About Bancroft Capital**

Bancroft Capital is a privately held real estate investment firm based in Manhattan Beach, California. Since 1992, Bancroft has succeeded in bringing outstanding performance and integrity to real estate investment. The company's primary focus is the acquisition of commercial real estate displaying substantial upside potential and attractive cash flow for institutional investors and company-sponsored private partnerships. Specific investment emphasis is placed on assets located in the western United States. To date, Bancroft Capital's total acquisitions exceed \$259 million. For more information on Bancroft Capital, visit [www.bancap.com](http://www.bancap.com).

### **About CityView**

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