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World On Wheels
Peoria, IL

FOR IMMEDIATE RELEASE

World On Wheels brings innovative technology to Peoria with new Segway Tours

Peoria, IL – (June 2008) – Like something out of a science fiction movie, Segways can be seen gliding throughout Peoria thanks to World On Wheels.

World On Wheels recently acquired six Segways and now offers guided Segway tours that allow customers to explore Peoria in a whole new way.

“Peoria is such a special town that we wanted people to see it while doing something exciting,” Lynnette Lee, owner of World On Wheels said. “The Segways let our customer get to know our town in a way that will really stick with them. We wanted to offer visitors and tourists a fun and unique way to explore the city.”

World On Wheels offers three tours that highlight different features of the city. All tours include a narrative explaining the significance of each point of interest along the way. The most popular tour glides along Peoria’s scenic RiverFront. The Peoria Premier Tour winds through downtown

past the Gateway Building, the Riverplex, Caterpillar Headquarters, and the Peoria Civic Center. The Past Glories Tour explores Peoria's historic district, including the High Wine District, Moss Avenue, the Pettengill Morrion House, and Bradley University.

While World On Wheels is initially offering a five minute and a 30 minute demonstration to the community, Segways will only be available through one of the tours. Riders must be accompanied by a guide at all times. No children under the age of 16 are permitted to ride and all participants must wear helmets and take a mandatory training session to learn how to operate the devices.

Businesses and corporations would find the equipment offered by World On Wheels as a unique networking or team building tool for any corporate event. They are also being offered as an alternative activity for neighborhood festivals, summer camps, political campaigns, sports events, parades, car shows, etc.

World On Wheels has acquired advertising panels and this advertising space is available to advertise your business as they travel through the streets of Peoria. Advertising with World On Wheels provides an innovative way to promote your business or message.

Segways are two-wheeled, self balancing electric transportation devices. Computers and motors in the base of the Segway keep the machine upright and balanced when the Segway is powered on. Users then use a subtle shift in balance to change the speed and direction of the device.

Recognizing today's economy, World On Wheels is looking forward to providing a unique experience to those visitors and tourists looking for vacation alternatives close to home. For

more information about booking a Segway tour or cycling on Peoria's RiverFront, please visit www.worldonwheelspeoria.com or call (309) 453-0916.

About World On Wheels

World On Wheels is a family business established by Lynnette and Ronnie Lee. Since its start, World On Wheels has amassed a fleet of five quadracycles and six Segways. World On Wheels operates March through November offering quadracycle rentals and guided Segway tours along the streets of Peoria and Peoria's RiverFront. They are located inside the RiverFront Visitor's Center building located at 110 N. E. Water Street.

About Segways

The Segway was first invented by Dean Kamen in December of 2001. The name "Segway" is a homophone for the word "segue", which in Italian means to "follow". The Segway models the way people shift their balance while walking. In fact, subtle shifts in balance control the speed and direction of the Segways. Dual computers in the base of the machine maintain the perfect balance of the Segway by commanding motors attached to each wheel. This means that the device balances itself and actively seeks to correct any fluctuations in balance.