

Ice Bikes of Buffalo – A unique twist on winter adventures

Buffalonians have never been afraid of winter, in fact, they embrace it. The city is known for its snowy, ice-filled months. Residents have no problem bundling up and making the most of the season. And this year, in Buffalo, there is a unique way to enjoy the cold months: ice biking.

Invented by Lisa Florzcak and co-owned with her husband Peter Florzcak, Ice Bikes of Buffalo, a division of Water Bikes of Buffalo LLC, is reinventing Buffalo winters, allowing residents to do more than just survive the cold. The bikes debuted at Canalside, Buffalo's waterfront located downtown, and are available from Thanksgiving weekend to mid-March, weather depending.

The idea for Ice Bikes of Buffalo came to Florzcak after a year running Water Bikes of Buffalo, a summer water-biking excursion at Canalside. After not turning a profit the first year, Florzcak was not ready to give up on the Canalside experience. Looking forward to the business' second season, she thought, "If you can ride a bike on water, why can't you ride one on ice?"

After coming up with the idea, Florzcak began the process of developing the first ice bike. She worked with General Welding in Elma, N.Y. to build a prototype and after a quick four months of development, the brand-new product was ready for testing. During testing, Florzcak invited her friends and family to Holiday Twin Rinks in Cheektowaga, N.Y. to test out the bikes.

On Dec. 18, 2014, Florzcak introduced the ice bikes to Canalside during the ice rink's grand opening. The bikes operate the same way as a traditional bike, with skate blades attached so users can easily pedal and steer around the rink.

The best part? Ice bikes make winter fun for everyone. They are very accessible and no prior skating experience is necessary to ride. Riders age 8 and above can enjoy the ride for just \$13 per half-hour. It is a great alternative for those who can't or don't want to skate.

Florzcak said, "It's about time to start embracing the winter instead of just enduring it. So get out there and have some fun. It's a safe and fun product, all-inclusive and once you start pedaling, you're not cold anymore. It solves all of those complaints."

The future of ice bikes doesn't seem to be slowing down any time soon. Florzcak owns the patents in the United States and Canada, selling them across both countries. You can even spot them in the popular Disney movie *Noelle*. Florzcak's ultimate dream is to see her bikes in every major city in North America.

So the next time you find yourself itching for a winter adventure, visit Canalside, ditch the ice skates and jump on an ice bike to experience Buffalo's coldest season for yourself.