

Erika Brason is the owner and founder of Rebel Ride Indoor Cycling & Strength, a boutique fitness studio located on Transit Road in East Amherst. After a 20 year career in local broadcasting, she ventured into the world of small business, with the goal of offering a unique concept in fitness that was missing in the market. Her studio has been open since 2017 and is still going strong after surviving major setbacks during Covid.

Fitness has been a lifelong passion for Erika, having spent her childhood and teenage years in ballet studios. Growing up with the goal of becoming a professional dancer, she decided it was best to put away the point shoes and pursue a college career for a more solid foundation in life. Attending Syracuse University's S.I. Newhouse School of Public Communications, she was drawn to the world of broadcasting and ultimately worked for two decades in Buffalo radio and TV. Most notably, she was an anchor and reporter for both WIVB, channel 4 and WGRZ, channel 2, where she debuted their "Weekend Wake Up!" news program. Erika had the opportunity to cover a wide range of stories and breaking news over the years; everything from politics and historic events to community features about the City of Good Neighbors. Erika says her exposure to live events involving Buffalo weather, crime, and national tragedies with local connections were especially impactful. She was also thrust into marathon coverage on 911, a day that even a journalist could never be prepared for.

Erika is a firm believer that life experiences lead you to your true passions and have a way of carving out opportunities. She says she never planned or imagined she would someday own a business. But timing is everything, and she believes venturing into unknown territory could not have happened without the life lessons and experience she had acquired through the years. She created Rebel Ride to bring people together for an exceptional group fitness experience, one she hoped would be inspiring, meaningful, and unexpected. Because fitness is such an important part of maintaining a healthy lifestyle, she created a culture that nurtures personal relationships, friendship and fun. Erika also credits the success of her business to her staff. Building a fitness community is truly a team effort, and she says it's her instructors, front desk staff and manager that make the magic happen. As a woman-owned business, Erika is proud to share her story with other aspiring young women.