

March 30, 2009 - PEDAL AMERICA® HEADS TO BICYCLE LEADERSHIP CONFERENCE IN MONTEREY, CA

Executive Producer, Ira David Levy will attend the Bicycle Leadership Conference in Monterey, Calif., April 14-17 to introduce bicycle industry leaders to the Pedal America television series. More than 300 industry leaders from manufacturers such as Trek, Cannondale, Specialized, and SRAM are expected to attend the leadership conference, as well as top brass from powerful nonprofit bicycle advocacy groups such as The [League of American Cyclists](#) , [IMBA](#) , and [Bikes Belong](#)

Leaders are coming together to discuss industry trends, how average people can enjoy and benefit from cycling, and how cycling impacts the environment. Levy feels a tough economy is the perfect time for the bicycle industry to reach out to a larger audience of cyclists made up of average people who simply want to enjoy their bikes.

“The time is right for bicycle industry leaders to meet the needs and concerns of average people who just want to ride,” Levy says. “Plus, it seems from the responses I’m receiving from many PBS affiliates around the country, that a show about bicycling would round out their programming on travel and outdoor activity.

Produced by Out-Write Media, Pedal America® is a new original television program for Chicago PBS affiliate WYCC-TV20 and other PBS markets. The show is already generating interest at PBS markets in Colorado, Washington, California, and parts of New England.

Each 30-minute episode of going series emphasizes health, bicycle safety, and preserving the environment while highlighting the icons, culture, and a few entertainment venues of a North American locale that takes pride in being bicycle-friendly.

Levy says, “Pedal America aims to make bicycling more appealing and less intimidating for everyday people who want to ride. A goal the bicycling industry shares.”