

March 27, 2009 - PBS AFFILIATE KQED, IN SAN FRANCISCO, LOOKS FORWARD TO VIEWING PEDAL AMERICA®

In a letter dated March 10, 2009, [KQED](#) Program Director Scott Dwyer I am not aware of a travel show based on bicycling. The time is right for a series on the topic. It is a great cost-effective travel option as well as the “green” option which are top of mind with the audiences we serve. KQED looks forward to viewing this series upon completion for possible broadcast on KQED in San Francisco and [KTEH](#) in San Jose.”

Pedal America® is an original television program for Chicago PBS affiliate [WYCC-TV20](#) , produced by Out-Write Media.

Executive Producer, Ira David Levy, feels Americans are increasingly looking to travel more economically, help the environment, and stay fit, and Pedal America responds to these desires. Each 30-minute episode of the on-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, “There are millions of people out there who want to ride but feel intimidated by images of spandex-laden bicycle adventure seekers. While that market is important too, Pedal America wants to make bicycling more appealing and less intimidating for everyday people who simply want to ride their bikes once again.”