

January 29, 2010 –PEDAL AMERICA® HEADS TO THE NATIONAL BICYCLE SUMMIT IN WASHINGTON D.C. MARCH 9-11.

Executive Producer David Levy will attend the National Bicycle Summit in Washington, D.C., March 9-10, to meet with bike industry leaders, bicycle clubs, and members of Congress. “I am very excited about this chance to broaden Pedal America’s exposure to the cycling world.”

Levy introduced the new, original television series to cycling industry leaders in 2009 at the Bicycle Leadership Conference in Monterey, Calif. “That was a very successful trip,” Levy said, “and while I’m sure many people I met in Monterey will attend the Summit in D.C., I will have a chance to meet with bicycle club presidents who can spread the word to their respective members. Those members are part of our future audience.”

Levy also hopes to introduce the show to members of Congress, including Portland, Oregon, Congressman Earl Blumenauer, the most out-spok’n congressional bicycling advocate in Washington.

“The past ten months have been very exciting for Pedal America,” said Levy. “While getting a new television series spinning is hard work, I have made great strides and along with my producer, Nick Green, remain ever the more confident in Pedal America’s success. If it means rolling out slowly before getting up to speed – so be it.”

Pedal America® is an original television program for Chicago PBS affiliate WYCC-TV20 and PBS affiliates nationwide, produced by Out-Write Media.

Each 30-minute episode of the on-going series emphasizes health, bicycle safety, and preserving the environment while highlighting the icons, trails and pathways, and journey through a North American locale that takes pride in being bicycle-friendly.