



Adventure Cycling Association

FACT SHEET

Adventure Cycling Association is a 501c3 charitable organization.

Website: www.AdventureCycling.org **Contact:** 800.755.2453, or info@adventurecycling.org

Mission: Our mission is to inspire people of all ages to travel by bicycle. We help cyclists explore the landscape and history of America for fitness, fun, and self-discovery. We are North America's largest cycling membership organization and a national nonprofit.

Established: 1973 **Rank in size of nonprofit bicycling organizations in U.S.:** First

Members: 44,550 **Life members:** 1,674 **Shop members:** 217 **Affiliated bicycle clubs:** 125

Publications: *Adventure Cyclist* (top bicycle-travel magazine in the U.S.); Cyclosource (bicycle-touring gear); tours book; map book (new in 2012) Bike Bits (free e-newsletter, 44,400 subscribers)

Annual Website Visitors: 1.3 million **Facebook fans:** 35,000+ **Twitter followers:** 5600+

Web Resources: Forums (more than 4,000 users); Cyclosource store; How-To Department; Cyclists' Yellow Pages (trip planning guide); Publications Archive (find *Adventure Cyclist* articles from as far back as 1984); Adventure Cycling Blog (<http://blog.adventurecycling.org>), BikeOvernights.org, providing inspiration, resources, and tools for short bicycle tours (1-2 nights), and BicycleTravelBloggers.org, an aggregation site for bike-touring blogs.

Mapped mileage of Adventure Cycling Route Network: 41,399 miles (95 maps)

Recent bike routes created: Underground Railroad Bicycle Route Detroit Alternate (518 miles); Sierra Cascades Bicycle Route (2,389 mi)

Bicycling maps sold (2000-2011): 314,957 (32,403 in 2011).

Group tours offered in 2011: 45 **Number of tour participants:** 956

Tours: Self-contained, supported, and educational bicycle tours offered, including Introduction to Road Touring and Leadership Training courses. As a nonprofit tour operator, all proceeds from Adventure Cycling tours go back into program support.

Current campaigns: Creating Bike Routes for America; Getting More People Traveling by Bicycle; Supporting Bicycling Communities

Current projects: Coordinating the emerging U.S. Bicycle Route System; creating section 2 of the Detroit Alternate; completing GIS conversion of our entire route network; researching Bicycle Route 66, our next long-distance route.

Supporters: 44,550 members comprised of individual and group supporters, life members, corporate supporters, donors, foundations, and professional associations.

Social Media Communities: Facebook: www.AdventureCycling.org/facebook; Twitter: www.AdventureCycling.org/twitter; YouTube: www.AdventureCycling.org/youtube; Flickr: www.AdventureCycling.org/flickr; Pinterest: <http://pinterest.com/advcyclingassoc>