



## SEEKING BLACKBURN RANGERS

➤ ARE YOU A CYCLIST with an adventurous soul, someone who likes to capture your stories along the road? Maybe you're a seasoned bikepacker or maybe you're just getting into adventure cycling, but you're definitely somebody who passionately believes that viewing the world is better by bike.

Blackburn is designing products for those who embody this spirit of adventure and they're seeking four new brand ambassadors for 2014. Nicknamed "Rangers," these ambassadors provide the ultimate test of Blackburn products by using them in real-world situations as they tackle journeys along the Pacific Coast and Great Divide Mountain Bike routes. Blackburn Rangers work directly with Blackburn's product teams to deliver invaluable feedback as well as communicate

with the adventure-cycling community at large, advocating for bicycling touring, sharing their journeys and adventures, and encouraging individuals to get "Out There."

If you're interested in traveling these routes and sharing your stories — as well as field testing Blackburn's latest gear — you just might be the perfect candidate.

Learn more about what Blackburn's Rangers did this past year by visiting [blackburndesign.com/outthere](http://blackburndesign.com/outthere) and watch the videos at: [vimeo.com/blackburndesign](http://vimeo.com/blackburndesign). Their 2014 recruitment campaign kicks off soon, so check out [blackburndesign.com](http://blackburndesign.com) after January 15 for details and follow them at [facebook.com/blackburndesign](http://facebook.com/blackburndesign) and at [instagram.com/blackburndesign](http://instagram.com/blackburndesign).



## THE BIKE-TOGRAPHY SHOW

### Combining bicycling with photography

➔ THIS FALL, photographer Martha Retallick celebrated the opening of her Bike-tography show — an exhibit of images from her bicycle tour through all 50 states in the U.S. — at the Borderlands Brewing Company in Tucson, Arizona. The event is getting a lot of press. A small news feature on Martha's show ended up being viewed more than anything else on the local news station in all of November! Although Martha's solo exhibition ended on November 9, you can still view her portfolio of images and purchase her gorgeous prints online. If you are interested in having Martha's exhibit visit your hometown, the entire collection is available as a live presentation and also as a physical art show. To check out some of the photos and contact Martha about bringing Bike-tography to your town, visit [westernskycommunications.com/pdf/the-biketography-show.pdf](http://westernskycommunications.com/pdf/the-biketography-show.pdf).

MARTHA RETALLICK

## RUNNING FOR GOVERNOR, RIDING FOR FUN

➤ KYLE "K.C." GIBSON is running — er, cycling — for Governor of Florida. K.C. is running a true grassroots campaign to be elected — his goal is to establish a campaign team made up of people from all 67 Florida counties. Only he's not

emailing them to reach out, he's going one or two steps farther. "In 2013, I will take a bicycle tour across the state of Florida starting in Key West and ending in May of 2014, at the state capitol in Tallahassee," K.C. said. His campaign

color is purple, which K.C. said symbolizes the Democratic and Republican parties (blue and red) unified by their duty to create a better Florida, hence the color purple. K.C. will be bicycling through every one of Florida's counties

reaching out to voters to support his campaign. For more information on Kyle Gibson and his bicycle journey, visit his campaign page at [kcin2014.com/color-purple.html](http://kcin2014.com/color-purple.html).

# BRUCE GORDON CYCLES

## Bicycle Gallery & Boutique

➔ ON OCTOBER 26, the one and only Bruce Gordon opened his first proper brick and mortar storefront. "It has been a long-time dream to have this, and it is our hope that we can turn this space into not only a fixture in our local community, but something unique that people will want to come from far and wide to see," Bruce said. "The shop will not only feature our bikes, but a gallery of every bike I have built for myself over the last 39 years. We will be carrying products that adhere to our personal preference of things that are both high quality and manufactured by the same people whose name is on the product, not outsourced to nameless mega factories of questionable quality and care. We also have a full-service shop, and will be able to help you with any sort of bike projects from standard tune-ups and wheel building to custom bike builds and more. All this sharing the space



where all of our bikes and products are made!"

If you happen to find yourself in Northern California, make sure to stop by Bruce Gordon Cycles at 409 Petaluma Boulevard South in Petaluma. For more information, visit [brucegordoncycles.blogspot.com/2013/10/bruce-gordons-bicycle-gallery-and.html](http://brucegordoncycles.blogspot.com/2013/10/bruce-gordons-bicycle-gallery-and.html).

## BIKE-N-RIDE

➔ MICHIGAN BAY Area Transportation Authority's (BATA) Bike-n-Ride program encourages recreational riders to pedal 17 miles on the paved Leelanau Trail between Traverse City and Suttons Bay, and then return on one of two retrofitted school buses with a capacity for 11 bicycles and child trailers.

Organizers expected the service to be successful. After a 68 percent increase in ridership along the route, however, it has facilitated unexpected local economic impact as well. "We have really been feeling the boost to business here in Suttons Bay. I've been hearing from a lot of business owners that this is their best season ever." says Nick Wierzba, owner of Suttons Bay Bikes. "The Bike-n-Ride program makes bicycling more accessible for all ages. The service provides a safety net that encourages riders to experience the scenic trail and know they can ride the bus back if desired." To learn more about the Bike-n-Ride program or BATA, visit [bata.net](http://bata.net).



## RAZ & TACK

➔ ADVENTURE Cycling membership coordinator Josh Tack and his wife, former Adventure Cycling staff member Sarah Raz, ride off from their wedding ceremony in Missoula, Montana, on August 3, 2013. They got engaged on a bicycle tour in Baja, California, and spent the following summer riding from Fairbanks, Alaska, to Antelope Wells, New Mexico, to prepare themselves for this ride — and future adventures.