



RIDERS HOT FOR IDAHO HOT SPRINGS ROUTE

➤ EARLIER this year, Adventure Cycling launched its newest off-road route — and its first to include significant singletrack — with 745 miles of scenic cycling in the mountains of Central Idaho. The Idaho Hot Springs Mountain Bike Route (IDHSMBR) includes a main loop and a few optional singletrack sections that take riders past more than 50 hot springs ranging from developed pools to secluded backcountry soaking spots.

The maps proved so popular when they went on sale in February that the initial printing of just over 1,000 map sections sold out in 60 days, prompting a quicker-than-anticipated reprint as orders continued to pour in.

"There had been so much excitement leading

up to the map release that we expected them to sell quickly," said Sales and Marketing Director Teri Maloughney. "The response caught us a bit by surprise, but we were able to get everyone their maps in plenty of time to plan their trips this summer."

The IDHSMBR joins the Great Divide Route as the only dirt sections of Adventure Cycling's more than 42,000 miles of mapped routes around North America. Unlike the Great Divide Route, however, IDHSMBR features some technical singletrack riding for ambitious bikepackers and mountain bikers to tackle, all with the reward of a hot soak after a day in the saddle.

For more information, visit adventurecycling.org/cyclosource-store.

ADVENTURE CYCLING MEMBERSHIP HITS 47,000

➤ ADVENTURE Cycling hit a milestone this summer as the organization set a new membership record, exceeding 47,000 bicycle travel enthusiasts for the first time. The record number comes as Adventure Cycling begins ramping up for its 40th anniversary celebration in 2016 and on the heels of a successful fundraising campaign for the United

States Bicycle Route System that raised more than \$160,000 to support bicycle travel (see page 9).

"So far this year, 4,948 new members have joined Adventure Cycling," said Memberships Director Julie Huck. "We've seen steady growth of our membership over the last three year as more people discover the wonder and adventure of bicycle travel."



ROUTES AND MAPPING TAKES A FIELD TRIP

Staff tours Great Falls map printer

➔ THE NUMBERS around Adventure Cycling's library of maps can be staggering: 42,180 total miles. 26 routes. 96 individual map sections. But they all have one thing common: they're printed just over the Rocky Mountains from Adventure Cycling's Missoula, Montana, headquarters at Advanced Litho Printing in Great Falls.

In May, the entire Routes and Mapping staff traveled to Advanced Litho's facility to see how the proverbial sausage gets made, checking out the printing process for updates on the TransAmerica Bicycle Trail and Lewis & Clark Trail.

"Designing a map is only a portion of the process; observing how a map is printed and folded adds understanding of how complex the process is from creation to end product," said Routes and Mapping Director Carla Majernik.

It was the first trip to see the printing process for cartographers Nathan Taylor and Melissa Thompson, who were able to gain unique perspective on how their work makes it from the computer screen to actual map.

"The trip clued us into the final phases our maps go through before landing on the shelves and provided vital information to us for making the product better, including changes we can implement to sheet layout, color correctness, and other more nuanced factors that go into making the best bike maps possible," Taylor said.

"It was great to be able to meet with the people we talk with on the phone all the time. It gave us a much better sense of all that they do to print the maps," Thompson said. "I had no idea how involved the process was."

CASEY GREENE

SUPPORT ADVENTURE CYCLING'S CLIMATE RIDE TEAM

Graphic Designer Rachel Stevens headed to Midwest Ride

➔ THIS SEPTEMBER, Adventure Cycling will once again be sending a staffer to head a team in a Climate Ride event, this time to ride from Grand Rapids, Michigan, to Chicago over four days. The ride raises money for a list of beneficiary organizations dedicated to environmental issues and education, green transportation, and more, including Adventure Cycling, the Alliance for Biking & Walking, and Bike New York.

This year's team is helmed by Senior Graphic Designer Rachel Stevens, who will ride in the four-day event as an ambassador for Adventure Cycling.

"Climate Ride is a cool organization and I'm excited to be part of the first-ever Midwest event," she said. "I'll be going as an advocate for Adventure Cycling, to share with riders how we

empower and enable people to travel by bicycle."

To support the Adventure Cycling team, visit bike.climateride.org/participant/rachel.



TIM FRICK

U.S. BICYCLE ROUTE SYSTEM ADDS 800+ MILES OF NEW ROUTES

➔ ADVENTURE Cycling Association and the American Association of State Highway and Transportation Officials (AASHTO) announced that AASHTO's Special Committee on U.S. Route Numbering has approved more than 800 miles of new routes in June: U.S. Bicycle Route 1 in Massachusetts, U.S. Bicycle Route 10 in Washington State, U.S. Bicycle Route 50 in Ohio, U.S. Bicycle Routes 36 and 37 in Illinois, and U.S. Bicycle Route 50 in the District of Columbia. The U.S. Bicycle Route

System (USBRS) now encompasses 6,790 miles of routes across the nation.

"AASHTO is dedicated to providing travelers with access to safe and



reliable transportation systems no matter how many wheels their vehicle uses," said Bud Wright, AASHTO executive director.

"We're pleased to see that four states and the District of Columbia are this year helping to grow the nation's bike route system by more than 800 miles, giving citizens more travel and

recreation options."

Currently, more than 40 states are working to plan, implement, and promote new U.S. routes, and 15 states plus the District of Columbia have officially

established routes in what will one day be the largest bicycle network in the world.

One of the routes, U.S. Bicycle Route 10 in Washington State, is a 407-mile cross-state route from Newport, at the Idaho border, to Anacortes, Washington's international ferry terminal.

"It's proven that bicycling tourism can bring additional revenues to businesses in towns along designated routes," said Washington State Transportation Secretary Lynn Peterson. "Based on the National Outdoor Industry Association estimates, as much as \$650 million is spent annually on bike travel in Washington State."

CAMPAIGN RAISES OVER \$160,000 FOR USBRS

➔ ADVENTURE Cycling Association's fifth annual "Build It. Bike It. Be a Part of It" campaign raised more than \$160,000 for the U.S. Bicycle Route System (USBRS) during National Bike Month in May.

"We greatly appreciate the support of our members, donors, and other cyclists," said Adventure Cycling Executive Director Jim Sayer. "These funds will help us work side by side with more volunteers in more states to expand the U.S. Bicycle Route System in 2014."

The campaign has brought in more than \$250,000 for the project since 2010.

This year, two major donors provided a \$25,000 match challenge at the outset of the campaign that was met in the first three weeks of the campaign by contributions from individual donors. The Tawani Foundation also pledged an additional \$15,000 match challenge to inspire new donors to give. Business sponsors gave \$8,000, as well as providing numerous in-kind donations, used as giveaways to inspire individuals to contribute. Learn more at adventurecycling.org/usb.rs.