BARRY’S PURPLE PORTA POTTY
MIRRICLE OWNER SPONSORS ‘COMFORT STATION’ ON BOULDER VALLEY SCENIC OVERLOOK

In his 35 years of building Incredibell and Mirrycle, the bicycle bell and mirror brands, Barry Schacht has specialized in bringing safety and comfort to cyclists. Besides his support for national, state, and local advocacy organizations, Schacht has created comfort in another way: sponsoring the portable toilet at the top of Davidson Mesa at the Boulder Valley Scenic Overlook.

Since the Boulder–Denver bike path opened in 2015, both commuter and recreational cyclists alike ride it regularly. Schacht sponsored this porta potty for $1,000 a year so that riders, especially women, could enjoy the path in both directions knowing there was a place to stop.

Although the Boulder Visitors Bureau didn’t allow signage to promote his company, Schacht proceeded anyway. “There really should be some catchy phrase on the purple PP,” Schacht said, “but in the end this isn’t about us, it’s about continuing to build Boulder’s cycling facilities that make it one of the best places in America to own and ride a bike.”

Calling All Ambassadors

Adventure Cycling seeks experienced bicycle travelers to give a presentation about how to go on a bike overnight to an audience of friends, family, cycling buddies, their book club, a drum circle — anyone who might be interested. Adventure Cycling provides the PowerPoint presentation, media sharing tools to help Ambassadors promote their event, and complimentary six-month memberships for their audience.

With many of us avoiding events due to the evolving national and local COVID-19 guidelines, Ambassadors also have the option of giving their presentations online. Becoming a virtual Adventure Cycling Ambassador is an opportunity for enthusiastic bicycle travelers to share their love of bike overnights with others, stay connected with friends, and get them excited about going on a bike overnight in the future.

All volunteer Ambassadors will get a patch that identifies them as an Adventure Cycling Ambassador. Visit adventurecycling.org/ambassador for more information or email outreach@adventurecycling.org to get started.
Bike Industry Steps Up to COVID-19

With the coronavirus pandemic affecting every segment of life, including the cycling community, several brands have shifted production to face masks and other items used in health care.

Kitsbow, the maker of premium mountain bike apparel, is putting aside its shorts and jerseys for now and is instead producing face shields and reusable face masks for first responders in the Asheville, North Carolina, area. According to a press release, Kitsbow hopes to eventually distribute its face masks internationally and will continue to make them for as long as they’re needed.

Similarly, Orucase is also making reusable face masks. At $20 each, proceeds from each sale will go to provide 20 face masks of surgical-grade materials for the medical community.

Santini, the Italian company whose rainbow jerseys you’ve seen on the backs of world champions, is also making medical-grade face masks.

Monkey’s Sauce, a French company that produces lubricant, sealant, and something called “bicycle shampoo,” is using its facilities to make hydroalcoholic gel (hand sanitizer) for hospitals.

BMZ Group, which makes lithium-ion batteries for eBikes, is now producing batteries for medical ventilators.

We may be facing a lot of uncertainty these days, but as people increasingly turn to bikes to find respite and stay healthy, we’ve never been more certain that we need a nationwide network of safe, signed bike routes.

When complete, there will be over 50,000 miles in the U.S. Bicycle Route System (USBR), making it the largest bicycle route network in the world. Adventure Cycling is the only organization that dedicates staff and resources to building the USBRS. Funding for the project comes almost exclusively from members like you!

With some 300 additional miles in West Virginia and Maine last fall, the USBRS reached 27 states and crested 14,000 miles. Thanks to generous supporters, they had the resources they needed to make their routes a reality.

We hope you’ll join in supporting the USBRS this May during Adventure Cycling’s annual USBRS campaign. Everyone who donates will be entered to win a Salsa Cutthroat bike. Donate today at adventurecycling.org/support-USBRS.

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