



WORCESTER WHIRLWIND

Major Taylor documentary film in production

➊ More than a hundred years ago, when bicycle races drew crowds that filled Madison Square Garden, the biggest draw of all was Marshall “Major” Taylor.

As a superstar athlete in the most popular sport of his era, Major Taylor saw his racing victories chronicled in mainstream newspapers as well as cycling publications. Throughout his career, Major Taylor had embodied the role carved out for him by promoters, the press, and the fans, who all fed off each other’s desires for drama (and capitalized on it at every turn). The “Black Cyclone” was allowed on the starting line because of his exceptional talent, but he was constantly reminded, on and off the bike — as a Black American — of his place in the racial order.

In a post-Civil War era governed by Jim Crow laws in the South and overt racism nationwide, Major Taylor managed to be the first Black champion of the world in cycling and one of the first Black world champions in any sport.



To celebrate the life and times of Major Taylor, Worcester, Massachusetts-based filmmaker Cyrille Vincent is producing a feature documentary film showcasing a combination of rare archival material, modern live cinematography, and interviews with acclaimed scholars, award-winning authors, bicycle historians, and professional cyclists.

To learn more about the film and watch the trailer, go to worcesterwhirlwind.com.

EMMA HELSTROM

All Aboard!

THE EASTERN EXPRESS CONNECTOR PROVIDES A QUICKER WAY OF CROSSING THE COUNTRY

➔ The Eastern Express Connector is the newest addition to the Adventure Cycling Route Network, and it’s Adventure Cycling’s first to be created as a digital-only route.

The Eastern Express Connector links the TransAmerica Trail in Walden, Colorado, to the Chicago to New York City Bicycle Route in Indianapolis, Indiana. Originally created by veteran Adventure Cycling tour leader Frank Moritz, this variation of the classic TransAmerica Trail was designed to be a quicker (and easier) coast-to-coast experience for the time-constrained cyclist. Combined with the Chicago to New York City Route in the east, this route bypasses the most strenuous climbing in the Southern Rockies, Ozarks, and Appalachians, with the added benefit of avoiding the troublesome dog regions on the existing TransAmerica Trail.

The entire Eastern Express Connector Route is 1,337.4 miles long and travels through six states: Colorado, Nebraska, Kansas, Missouri, Illinois, and Indiana. The route is split into two sections, with the dividing point in Atchison, Kansas. The 227-mile “TransAmerica Crossover” is routing that provides a midway connection to the traditional TransAmerica Trail between Toronto, Kansas, and Boonville, Missouri. For cyclists who also plan to ride the Western Express, this Crossover creates a more streamlined route across Middle America.

A highlight of the Connector is the historic Katy Trail, the country’s longest recreational rail trail. Now a state park, the crushed-limestone trail is built on the former corridor of the Missouri-Kansas-Texas Railroad and winds alongside the mighty Missouri River.

To learn more and buy the digital maps, go to adventurecycling.org/eastern-express.

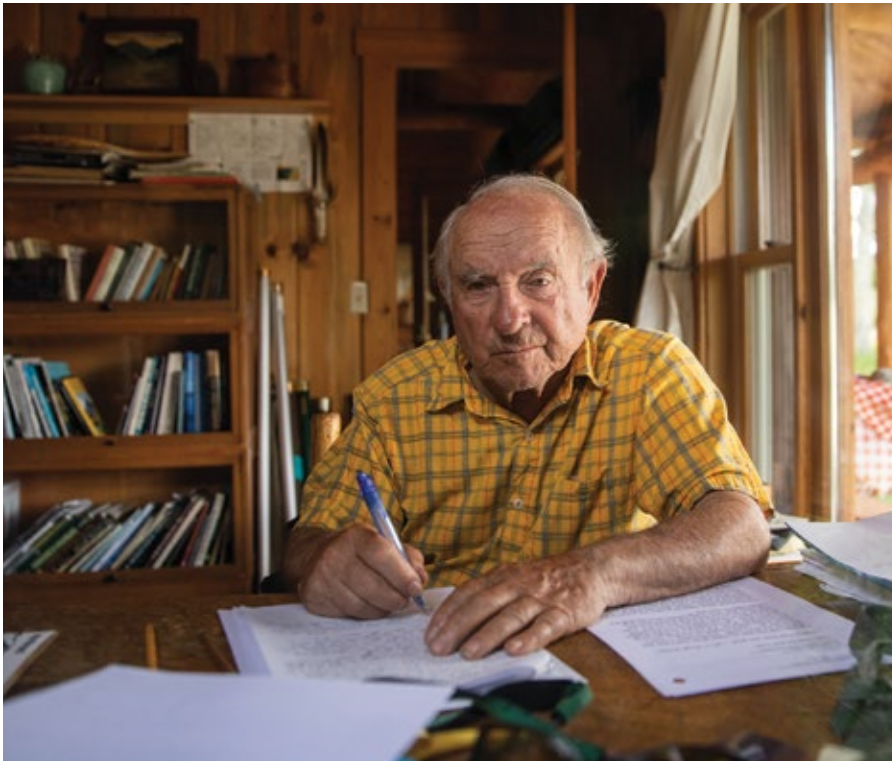
Bikecentennial riders changed the future of bicycle travel. So can you.

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Give It Away, Give It Away, Give It Away Now

PATAGONIA FOUNDER YVON CHOUINARD DONATES SHARES TO TRUST, FORGOES BILLIONS



CAMPBELL BREWER

done what any self-respecting American capitalists would have done. (According to a report in the *New York Times*, Patagonia is valued at \$3 billion.) But the Chouinards aren't your everyday business owners. Patagonia has donated 1 percent of its profits to charity for decades now, and you might recall the infamous advertising campaign years ago imploring consumers "Don't buy this jacket" (which, admittedly, can also be viewed as a sneaky ploy to get people to, in fact, buy said jacket). Patagonia hasn't been shy about its stance on environmental conservation and climate change, either. The company even sued the Trump administration after it shrunk the Bears Ears National Monument in Utah. Suffice to say, these are unusual moves for a for-profit company.

Patagonia's new structure is likewise unusual. It's still a for-profit company, but the Chouinards transferred all of its voting stock — about 2 percent of overall shares — to an entity they created called

the Patagonia Purpose Trust, which will ensure the company serves its new purpose of saving the planet. The other 98 percent of shares, all non-voting stock, now belongs to a 501(c)4 nonprofit called the Holdfast Collective, which will distribute all profits after reinvesting in the company to fight climate change.

Notably, the Chouinards won't get a tax windfall from this move. According to the *New York Times*, the family will pay about \$17.5 million in taxes by donating their shares to a trust.

→ In September, Patagonia founder Yvon Chouinard announced that he was stepping away from the outdoor brand he founded 49 years ago. But instead of selling the company or going public and living high on the free-range hog in retirement, Chouinard decided to give the company away in an effort to fight climate change. Bet they don't teach that in business school!

As the owners of Patagonia, Chouinard, his wife, and their two adult children stood to make billions had they

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