



THE PATH LESS PEDALED

inspiring bicycle travel through social media and storytelling

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The Path Less Pedaled

In March 2009, we sold all of our belongings to explore the United States by bicycle, and started PathLessPedaled.com. In traveling and sharing our journey, we have inspired thousands of other people to follow their own travel dreams.

PathLessPedaled.com is an adventure travel blog that is recognized as one of the leading bike touring websites, with compelling photography, videos and writing. The website averages **40,000 visitors** per month and is constantly growing. In addition to the website, we have over **4400+ Facebook Fans** and over **2100 Twitter** followers. Our stories and photos have also appeared in *Adventure Cycling*, *Momentum Magazine*, *Bicycle Times*, *GOOD*, and *Wend*.

Beyond just the virtual presence, we have been able to successfully promote, organize and execute presentations while traveling. We have worked in tandem with bicycle shops, bicycle blogs, bicycle co-ops, businesses, environmental groups and bookstores around the country. We are not just a website, we have a loyal following of readers who have become friends and are involved in our journey.

Who We Are



Russ Roca is a photographer and writer. His work has appeared in *Adventure Cyclist*, *Momentum*, *Rangefinder*, *Marie Claire Italy*, *Sunset*, *OC Weekly*, and *District Weekly*. Before the adventure, he was profiled by Discovery Channel's Planet Green, focusing on his work as the eco-friendly bicycling photographer of Los Angeles. [View clip here.](#)



Laura Crawford is a metalsmith and writer. Her work has appeared in *Boneshaker: A Cycling Almanac*, *Velo*, *Momentum*, *The Wheaton Quarterly*, and the Victoria & Albert Museum website. She is known in the cycling community as the maker of the Bike Mustache, a cult favorite among bike tourists and tweed riders! [View clip here.](#)



Bicycling Stories of New Zealand

Our next adventure is to spend three months bicycling in New Zealand. New Zealand is quickly developing the reputation as being a premiere bicycling destination. We have heard about the Great Rides and unprecedented support of bicycle tourism by the Prime Minister. We want to see it first hand and share the experience with our readers. We also want to explore the growing urban bicycling movement and relay those stories to our readers around the world.

Our goal is to talk to bicycle advocates, government officials, bicycle friendly businesses and everyday riders about bicycling in New Zealand. We want to focus both on colorful human interest stories (tweed rides, frocks on bikes, the monopoly ride), as well as the pressing bicycling issues in New Zealand. Many bike advocates from the US are looking to the Great Rides program as an innovative step in promoting economics through cycling. We want to share those stories.

Tell Us Your Story

If you have any interesting bike-related stories, we want to hear about it. Are you a business that is bike friendly or operates by bike? Do you organize a unique ride? Has riding a bicycle changed your life? Are you involved in a local or national level in improving bicycling in New Zealand? Do you know of some quirky New Zealand bike culture happening? Email us at: pathlesspedaled@gmail.com.

Creative Partnerships

Our trip is self-funded through our e-book sales, travel writing and photography. We do this because we want others to travel and explore by bicycle! If you can assist us with accommodations or by hiring us for travel writing and photography that would be greatly appreciated! We are always looking for partners and sponsors in our mission. We have a world-wide audience that is a very focused demographic interested in bike touring and bike travel. If you're interested in partnering with us on our New Zealand trip, email us at: pathlesspedaled@gmail.com.

See You Soon

We are planning to fly into Auckland in late November. Our itinerary is fluid. If you have any suggestions of things we must see or do, let us know!