

USBRS Press Release Template

Instructions: Please fill in the required information for the joint national press that will announce new U.S. Bicycle Route designations. You can reference the example press release attached below, but please provide original quotes and information. If you have more than one USBR designation, complete this form for each one. Email the completed form to usbinfo@adventurecycling.org. Thank you!

Name: _____

Agency/Organization Name: _____

Title: _____

Email*: _____

Work phone* (include area code): _____

U.S. Bicycle Route #: _____

USBR Mileage (not including spurs/alternates): _____

**Contact information will not be included in the press release and will be kept private.*

Provide 2-3 paragraphs (500 words maximum) describing the route. Include an overview of the route's course through the state as well as a description of its makeup (roads/trails), and any notable and unique attractions that would interest bicycle travelers, including types of landscapes, rural and/or urban attractions, parks, historical or cultural landmarks, etc. Be aware that we may edit for length/quality.

Provide one or more quotes and specify whether they should be attributed to you or someone in your agency/organization (name and title):

Include any links you would like to see hyperlinked in the press release:

Attach two or more photos and provide photo credits: