

EVERYDAY BICYCLING (2E)

Ride a bike for transportation (whatever your lifestyle) by ELLY BLUE

"Blue's approach is down-to-earth, practical, and kind. She's got tons of good advice, and she delivers it in plain English without getting all preachy or judgmental." —**The Atlantic Cities**

"Everyday Bicycling is a great book for the budding cyclist with know-it-all aspirations and little time to commit. And it's something you can grow with as a cyclist, with helpful reminders that what's right for one is not necessarily right for all." —**Grist**

"A super relevant and straightforward city biking handbook that I would recommend gifting to someone who's just getting started biking." —**The Portland Mercury**

"One of the rare books that deserve to be called 'perfect.' I finished reading it and thought everyone, absolutely everyone, should read a copy. She concisely and humorously tells you everything you need to know about cycling safely and efficiently in traffic. Even controversial topics are treated evenhandedly and with a fact-based approach. Get copies to give to your family and friends." —**Bicycle Quarterly**

"The tone is friendly and approachable, with the emphasis placed on the fact that commuting should be fun, easy, and not too expensive. Newcomers to the lifestyle will find this book a great tool for overcoming early barriers and initiating conversations about bicycling." —**Momentum Magazine**

Everyday Bicycling is a guide to everything you need to know to get started riding a bicycle for transportation. Elly Blue introduces you to the basics, including street smarts, bike shopping, dressing professionally, carrying everything from groceries to children to furniture, and riding in all weather. With its positive, practical approach, this book is perfect for anyone who has ever dreamed of riding a bicycle for transportation.

Subject: Sports - Cycling / Sustainable Living
RELEASE: **August 11, 2015**
PRICE: **\$9.95**

ISBN: 978-1-62106-905-8

Format: Paperback 128 pages, 5.25x6.75"

Marketing Notes

- 1: Practical instructions for riding a bicycle, dressing for bicycling in any weather, using safety gear, and carrying cargo and children for daily transportation.
- 2: Encouragement for people new to bicycling as well as people already experienced at sport and recreational riding
- 3: Entertainment from personal anecdotes, stories of impressive feats performed by everyday people, plus whimsical illustrations.

Comparative Titles

Bikenomics: How Bicycling Can Save the Economy Elly Blue 9781621060031 (Microcosm) \$14.95 2012

Just Ride: A Radically Practical Guide to Riding Your Bike Grant Petersen 978-0761155584 (Workman) \$13.95, 2012

Bike Tribes: A Field Guide to North American Cyclists Mike Magnuson 978-1609617431 (Roddale) \$18.99, 2012

Bike Snob: Systematically and Mercilessly Realigning the World of Cycling 9780811869980 (Chronicle) \$16.95, 2010



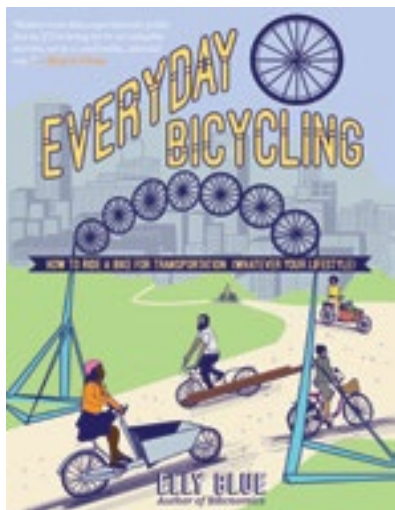
Elly Blue is a writer and bicycle activist living in Portland, Oregon. Her work has appeared in **Grist**, **Bitch Magazine**, **BikePortland**, **Momentum**, and **The Guardian** among other publications. She has been featured on **Democracy Now!**, in the **Oregonian**, and on **Oregon Public Broadcasting**. She blogs about bicycling and empowerment at takingthelane.com.

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In 2009, 1% of all U.S. trips were made by bicycle, an increase of 25% from 2001. —U.S. Department of Transportation and Federal Highway Administration, 2009

71% of Americans say they would like to bicycle more than they do now. —Royal, D., and D. Miller-Steiger, 2008

During the summer of 2002, an estimated 2.5 billion bicycling trips were made by people 16 and older in the U.S. —Royal, D., and D. Miller-Steiger, 2008



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