**Media Campaign for Cycling**

**Video targeting pro, semi-pro, and hobby cyclers**

Our Media Department recently shot cyclers associated with Trek Bicycle Store in Ventura, California, riding along the Pacific Coast Highway. This video will be used in an upcoming ***No Obstacles Sport*** commercial targeted at all levels of cyclers to support the company mission of providing no obstacles to attaining fitness - in this case, by cycling. Another key aspect of this campaign will be to show cyclers in beautiful outdoor locations, to encourage exploration, and respect for, the great outdoors. The following videos are raw, unedited samples from the shoot:**u**

****

**New theme music for cycling campaign**

****This music, composed by Bryce Poole, a musician in Ventura, California, will be used as audio support in the campaign: