

“PEDAL-DRIVEN: A BIKE-UMENTARY”

Non-profit documentary explores conflict surrounding mountain bikers on public lands

Rapid City, SD – Black Hills Mountain Bike Association is presenting “Pedal-Driven: a bike-umentary”, a new documentary film from Howell at the Moon Productions. The screening will take place during the Black Hills Fat Tire Festival on Saturday, May 28, 2011 at the Elks Theatre. Howell at the Moon Productions is based in Wenatchee and is well known for their Woody Goomsba-themed tourism commercials for the city of Leavenworth, as well as for their locally based documentaries films such as “Broken Limbs” and “Gee Whiz: The Story of Grady Auvil”.

The one hour documentary examines the long-standing confrontation between mountain bikers and federal land management agencies such as the U.S. Forest Service over bikers’ rights and access to public lands. “Our primary theme here revolves around sustainability,” said writer/director Jamie Howell. “Mountain biking is exploding around the world. We will have to find new, cooperative approaches that both allow it as a legitimate use and manage it in a way that prevents the destruction of our precious and limited natural spaces.”

The central story line takes place in the small Bavarian-themed town of Leavenworth, Wash., but shooting for the documentary occurred over an 18-month period in every Western state and in Canada. “We searched far and wide to find powerful examples of solutions to these issues that are actually in place and working right now,” said executive producer Jeff Ostenson.

‘Pedal-Driven’ was created as a non-profit project in affiliation with IMBA (International Mountain Bicycling Association) and with the cooperation of the US Forest Service. Major funding provided by: Shimano, Specialized, Clif Bar, Diamondback, Yakima Racks, Pyramid Brewing Company, City of Leavenworth, Timberland, and Steven's Pass Bike Park, with promotional support from Pinkbike.com. Any and all net profits generated by the documentary are earmarked for future sustainable trail-building projects.

The documentary has been made available for public screenings organized by bike organizations, land management agencies and private individuals. (Individuals and organizations interested in hosting screenings can view the extended trailer and find out more about how to set up an event at www.pedaldriven.org.)

Music for “Pedal-Driven” provided by Jimmy Eat World, The Let Go, Opiuo, Stuperhero, and many other and Northwest bands.

For additional information, please contact Kristy Lintz at 394-5225.