



Podcast Guest Information Sheet

Podcast Objective - To help us meet the goals within our mission statement:

To improve the health of the cycling industry every day in any way.

We are accomplishing this by launching an **industry podcast** dedicated to:

Bicycle Shop Owners
Bicycle Mechanics
Cycling Manufacturers
Cycling Events
Mechanic Training/Certification
Cycling Advocates

We have already confirmed Giant Canada, UBI, and the Bike Room as well as several retailers and event managers. The free podcast will be on iTunes and Spotify.

Previous experience includes the world-renowned goalie coaching podcast the **PGI Crease Podcast** which has been downloaded many times over the last 4 years. With a professional background in music production this is a project with some street cred and love of journalism.

If given the chance to interview you, we would send you questions ahead of time for approval, schedule the interview, conduct and edit the podcast, and finally send a draft for your approval, if requested.

Can we add you to our guest list?

Bicycle Media, under Lift Valet, has worked with Giant Bicycles Canada, Untied Sport & Cycle and the Toolbox Wars global bicycle mechanics contest.

For more information contact:

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