

March 28, 2009 - PBS AFFILIATE KWSU/KTNW COMMITS TO AIRING PEDAL AMERICA®
In a letter dated March 23, 2009, [KTNW](#) Station Manager, Warren Wright, wrote that the series concept is “interesting and informative. When produced, I would like to air the series on our two northwest public television stations, KWSU in the Spokane market and KTNW in the Yakima market.” He also wrote, “I see a series like this to be an excellent complement to Ken Burns’ national park series that will come to public television this fall. While I understand [Pedal America] may not be ready by fall, the Ken Burns series will be repeated many times and I would certainly consider scheduling “Pedal America” in conjunction with repeats of the national park series. “

Pedal America® is an original television program for Chicago PBS affiliate [WYCC-TV20](#) , produced by Out-Write Media.

According to Executive Producer, Ira David Levy, Americans are increasingly looking to travel more economically, help the environment, and stay fit, and Pedal America responds to these desires. Each 30-minute episode of the on-going series emphasizes health, bicycle safety, and preserving the environment while highlighting the icons, culture, and a few entertainment venues of a North American locale that takes pride in being bicycle-friendly.

Levy says, “We want to make bicycling more appealing and less intimidating for everyday people who want to ride.”