

March 15, 2009 – ROCKY MOUNTAIN PBS EXPRESSES STRONG INTEREST IN AIRING PEDAL AMERICA®

In a letter dated March 12, 2009, [Rocky Mountain PBS](#) Programming Director Donna Sanford wrote she would be “interested in broadcasting this series if it meets PBS technical, journalistic, and underwriting guidelines.”

Rocky Mountain PBS serves all of Colorado, about 700,000 television households.

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

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.