In an email dated April 1, 2009, Nashville Public Television Program Director, Justin Harvey, wrote that he airs "a lot of travel/lifestyle programming on NPT2. I would be happy to find a home for your program there."

He added, "I like the idea of combining cycling with a travelogue." In response to Pedal America's video trailer he wrote, "I was also happy to find out the origins of the curse of the goat." The video trailer that was videotaped in The Windy City tells the story of the "curse" behind the Chicago Cubs' flawed history in its race for the World Series pennant. 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.