



CLIENT	PROJECT	DATE	PROJECT DESCRIPTION
Press, Bloggers, Partners, Social Influencers	Bike tours press kit	10.8.2017	Press release to tell your audience about this new experiential travel opportunity

Thank you so much for your interest. Contact me directly ([or use the calendly link](#)) to schedule an interview or casual conversation if you have any questions about the material here.

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[Schedule with me on my Calendly](#)

## Intentionally Lost Bike Photography Tours Introduction Article in 1000 words

Kevin Wenning of Intentionally Lost Ventures is announcing a new experience for a unique kind of traveler. When Kevin couldn't find an organized cycling vacation that supported his passion for photography he decided to create his own.

If you enjoy photography as much as you do a day of bike riding then you might appreciate these trips organized for cycling and photography enthusiasts.

### Unique aspects of an Intentionally Lost cycling & photography tour.

- Every location, cycling route, and daily stop is planned to maximize both time on the bike and time for photography. Your tour host (Kevin) personally plans and rides on every trip with you.
- Local cycling guides who know the terrain and the country lead the rides.
- Group sizes are small on purpose to maximize photo education time for those who want it, and for guests to connect personally with others in the group.
- All tours are fully supported. Put your camera gear in a van when you're riding and put your bike in the van when you're exploring with your camera. A trusted guide will be looking after your equipment at all times and have it ready when you need it.
- Balance is important. You can expect moderate to challenging rides, photography stops in the morning or evening of each ride day, and rest days to shoot, relax, or review and edit images.
- At least five hours are set aside every day for photographic exploration of the location with the group or on your own.



- There is no “trophy hunting” (KOM on the world’s most popular Cols) or “photo collecting” (only photographing iconic landmarks) on these trips. Locations are carefully scouted and chosen in part because they are not overdone by dozens of other cycling tours or photography workshops.

## Is this a photography workshop?

Guests have varied skill levels. As such, there is no one size fits all, and no lecture style teaching. Suggested themes or approaches will be offered when arriving at a location. Learning and exploring at your own pace is emphasized, and experienced photography leaders work with each person individually; as much or as little as you would like. Advanced photographers can stay with the group, explore on your own, or provide instruction to other guests if you wish.

The most requested focus for instruction is on photo review and editing. While this is not a primary focus, most tours do have dedicated time in the schedule for photo review. If weather is poor and the group decides not to ride; that time is commonly spent sharing and editing images. Kevin has photographed for publications, travel journals, ad campaigns, made gallery prints for exhibition, and sold images that hang in many fine homes. The experience that he brings to photography travel and education is broad. Guest instructors often join the trips as well.

## Why you should care and what you'll get out of it.

The questions that led to the creation of these bike photography tours are ones you have probably asked yourself when deciding what to do on your next holiday or vacation.

*“Why am I going? Why not spend my personal time and vacation days at home doing the things that I enjoy most? I like to travel but... I could also spend that time on my bike or practicing my photography.”*

All levels of photographers and riders are welcome. You don’t have to make photos that win awards or ride competitively to enjoy these trips. Cycling routes are designed to appreciate the landscape and the location; not to crush your distance and elevation ride stats. Bike photography tours are “athliesure” travel. You should train before going on a trip, but you won’t need so much recovery time that you can’t enjoy the photo stops. Recreational cyclists will enjoy their days on the bike and still have energy to enjoy the time that is set aside for photography.

This is not a cursory experience where you spend just enough time at a location or on your bike in order to take a selfie and post it to social media. If your travel style is just to



show friends and adoring social media fans that you visited a place, you'll find yourself in over your head on a bike photography tour. This is also not a cycling tour where you breeze through tourist stops with a camera in your jersey pocket and take some snapshots during lunch. No no no. Time is dedicated each day to explore unique locations with your camera and photo instruction is included in the tour cost. The experience is designed to create a personal connection with the country, the cultures, and the terrain you are cycling through and photographing.

## What will you get out of a cycling and photography tour?

World travel, active adventure, amazing new photos, and amazing new friends are just the short list. Ride for escape and adventure; not for stats or bragging rights. You don't want to just go somewhere, you want to experience it. Instead of choosing whether to spend your holiday on a cycling vacation or on photography travel, combine them both into one trip. Have your active vacation and stimulate your creative energy at the same time with a group of people who share your passions for travel, cycling and photography.

**Links & Resources:** [\*\*download zip with full press kit\*\*](#)

[Website and direct links to tours people can book now](#)

[All Press Kit Resources \(logos, images, articles, videos\)](#)

[Description and Talking Points](#)

[FAQ prepared for press](#)