

howell at the moon productions

# PEDAL-DRIVEN

a bikeumentary



## MEDIA BRIEF



**SHIMANO**



# PEDAL-DRIVEN

## MORE THAN A MOVIE ...

**PEDAL-DRIVEN** is a non-profit documentary project from Howell at the Moon Productions created in affiliation with the International Mountain Bicycling Association (IMBA). All net profits from the sale and distribution of this documentary will be contributed to support future sustainable trail-building and land stewardship efforts.

## HOST A SCREENING

**PEDAL-DRIVEN** is currently out on a worldwide screening tour. Individuals and organizations can raise money and awareness within their community by hosting a local screening of **PEDAL-DRIVEN**. To find out how, visit [pedaldriven.org](http://pedaldriven.org).



# PEDAL-DRIVEN



*“Howell at the Moon should be thanked for presenting the rougher side of the sport in such a refreshing and candid manner.” ~ Richard Cunningham, Pinkbike review*

## THE STORY

**PEDAL-DRIVEN** is a feature-length documentary film that takes you on a journey through the eyes of dozens of riders, rogue trail builders, public land managers, and mountain bike advocates to tell a story of long-standing confrontations between mountain bikers and federal land management agencies such as the U.S. Forest Service over bikers' rights and access to public lands.

“Our primary theme here revolves around sustainability,” said writer/director Jamie Howell. “Mountain biking is exploding around the world. We will have to find new, cooperative approaches that both allow it as a legitimate use and manage it in a way that prevents the destruction of our precious and limited natural spaces.”



## PEDAL-DRIVEN



## MORE THAN JUST A BIKE FLICK

What differentiates **PEDAL-DRIVEN** from the hundreds of existing mountain bike films is its focus on social and environmental issues of national importance - how we determine legitimate and acceptable uses of our public lands. Certainly, beautiful cinematography and thrilling bike footage lend to the draw, but the purpose of the piece goes far deeper.

**PEDAL-DRIVEN** is much more than a bike movie. It is a film about every American's right to the lands that belong to all of us. As Woody Guthrie famously sang 70 years ago, "This land is your land, this land is my land." In that spirit this film was created as a non-profit project, from which all net profits will benefit sustainable trail-building and land stewardship efforts. The hope is to inspire and engage Americans in an ongoing dialogue about how best to enjoy and protect America's precious natural landscapes.



# PEDAL-DRIVEN

## THE PROJECT TEAM



*Howell at the Moon Productions is a digital media production company based in Wenatchee, Wash., that has been creating socially conscious documentary films since 2000. (From left to right: Mitch Milner, Jeff Ostenson, Chad Yenney, Jamie Howell, Oly Mingo, and Brian Abbey)*

### **Jamie Howell - Producer, Writer/Director**

Co-producer and writer of the Emmy-nominated documentary "Broken Limbs", Howell is a filmmaker, writer and musician. He founded Howell at the Moon as a freelance writer in 1999, and turned it into Howell at the Moon Productions when he joined forces with Jeff Ostenson in 2006.

### **Jeff Ostenson - Executive Producer**

Ostenson became the second half of Howell at the Moon in 2006 to lend his expertise in business and project management. As former general manager of a multi-million-dollar fruit packing operation, he has extensive knowledge of the tree-fruit industry and the business world. He is also a musician.

### **Oly Mingo - Artistic Design**

A strong documentary film requires intelligent subject matter, engaging characters, and passionate story telling. But who says it can't look good too? Mingo's signature approach of stunning visual effects, creative editing, and stylish design brings the professional production values to every project that modern viewers expect.

### **Chad Yenney - Sound Design**

Yenney brings his expertise in studio and field recording to the project. He has worked previously recording albums for groups such as Stuporhero and in live sound production.

### **Mitch Milner - Assistant Editor, Camera Operator**

Mitch joined the creative team in early 2010. He brings a background in low budget films, client-based projects, and athletic program videos. When he's not editing, he loves getting behind the camera and many of his shots appear in the film.

### **Brian Abbey - Outreach Coordinator**

As the newest member of the Pedal-Driven team, Abbey brings the experience of a successful career in sales and marketing to the table. He spends his day hard at work making calls and coordinating the necessary details to help bring Pedal-Driven to as many viewers around the world as possible.

# PEDAL-DRIVEN

## REVIEWS

"The film is excellent - I love it and I think it will do much good for our sport. The timing is perfect for this subject and to address the potential issues, conflicts and benefits. I think our sport will change a lot in the next decade and I think this film will be a milestone."

~ **Hans Rey, *multiple Trials National Champion and World Champion , MTB Hall of Fame***

"Wicked film, can't say enough about how much I like it. I have shown it to some of my colleagues here at the Department of Conservation and they agree there's some good stuff to be learned from it. (Same mistakes, different country.)"

~ **Simon Alefosio-Tuck, *Ranger for the Department of Conservation, New Zealand***

"I had people coming up to me afterward who wanted to know more about where it was playing next so they could tell their friends to go see it. Awesome and very timely movie, I think it was extremely well received here with all the recent publicity regarding local access issues ..."

~ **Tarka Wilcox, *Boulder Mountain Bike Alliance***

"Pedal-Driven is a much needed piece in the conversation we as advocates, riders and builders are having with land managers and local municipalities. It does a tremendous job of highlighting key concerns from both sides and delivers a cohesive message to our constituents out there. It's a point of entry to open up a larger conversation."

~ **Jon Kennedy, *Marketing Director for Diamondback Bikes***

"Hey, just watched the movie, and it is epic. I love how it encompasses all the aspects of the fight from both sides, and it actually suggests that we do want the same thing and we eventually want to cooperate."

~ **Gregory Robinson-Kronrod, *Moraga, CA***

"I was really surprised people came out of the theater talking about working together and cutting out the renegade trail building. (Maybe it will help, who knows.)"

~ **Jerry Cole, *Black Hills Mountain Bike Association***

"... incredible scenery and riveting freeriding sequences... I enjoyed it both for the entertainment value as well as the strong message. The DEC (Department of Environmental Conservation) forester commented that he had assumed that the movie would be very one-sided toward MTB concerns but he said after the film that it represented both sides of the issue very well. I thought it was a great way to re-open a productive dialog with our local land managers ... So thanks for a great film!"

~ **Chrissy Guarino, *New York***

# PEDAL-DRIVEN

## FILM FACTS

**Country:** USA

**Language:** English

**Release Date:** April 15, 2011

**Run Time:** 63 minutes

**Format:** DVD and HD, Stereo Sound

**MPAA Rating:** NR

**Production Company:** Howell at the Moon Productions ([howellatthemoon.com](http://howellatthemoon.com))

**Director:** Jamie Howell

**Executive Producer:** Jeff Ostenson

**Artistic Design:** Oly Mingo

**Sound Design:** Chad Yenney

**Assistant Editor and Camera Operator:** Mitch Milner

**Soundtrack:** Jimmy Eat World, Chumstick Liberation Front, Fathappy, Ghost Power, Ki:Theory, Marc B, Norman Coyer, Opiuo, Poor Folks Live Well, Spy Island, Stuporhero, The Let Go, The Primate Five, Travis Grable, Yarn Owl, and Yogoman Burning Band.

**Major Sponsors:** Shimano, Specialized, Pinkbike.com, Clif Bar, Diamondback, Pyramid Brewing Company, The City of Leavenworth, Yakima Racks, Timberland, Stevens Pass Bike Park, and Bike Magazine.

**Fiscal Sponsor:** International Mountain Bicycling Association (IMBA)

**Website:** [www.pedaldriven.org](http://www.pedaldriven.org)

# **PEDAL-DRIVEN**

## **CONTACTS**

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