

LIFECYCLE ADVENTURES



CALIFORNIA WINE COUNTRY BIKING

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Hi

As the vines turn to gold and our season draws to a close, I thought it might be nice to share some highlights from our year and let you know of our plans for 2008.

We'd also be delighted to hear your news. And, if you'd like to come and ride with us in the beautiful California Wine Country, just let me know.

Unlike most company newsletters, you can simply reply to this email and it drops right into my mailbox!

Warm regards.



Tony Blakey



November 2007

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Contact Us

Request an Itinerary

Tell us about your ideal bike trip and we'll design it with you

Visit Our Website

Email Us

Tony

Alexis

Dan

Colleen Moore

Other Stuff

If you know someone else who might be interested in one of our trips, please forward this email or let us know their email

National Geographic – Best Outfitters on Earth



We are delighted to have been named by National Geographic as one of their *Best Outfitters on Earth* for 2008. Our *Quality of Service* rating was the highest of all the bike tour operators on the list – globally! In this category we beat out industry giants such as Abercrombie & Kent, Backroads and Butterfield & Robinson (and that's just the As and Bs!).

The survey was based on the opinions of travel experts as well as interviews with past clients (who were not at all influenced by the promise of free bike jerseys and Wine Country bike trips for life!). The results appeared in the November 2007 edition of National Geographic's Adventure Magazine.

We could not have achieved this without all the great feedback from past guests and the help, support and encouragement of our friends and families. Thank you.

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Oh Yes It's Lovely Weather for a Bike Ride Together

A Cyclist's Nursery Rhyme

*"Christmas is coming,
 The goose is getting fat,
 I must book a bike trip
 with Jenny, Sue and Matt"*

[Or – left to right – Lawton,
 Elliott, Jody, Sandi, Bruce,
 Janet & Richard]

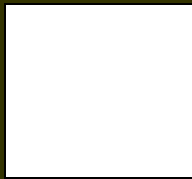


If you're planning bike trip for 2008, let us help you get the gang together. Send us a list of emails and we'll check with everyone about the sort of riding they like to do and the style of accommodation they would prefer. We'll then put together an itinerary that will please everyone.

Book before December 31 and the trip will be at 2007 prices.

Reply to this email or [click here to request an itinerary](#) – just add the extra emails in the "other Information" field – and we'll take care of the rest.

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See us on ABC's
View from the Bay
earlier this year

Please send us your trip
photos. We're giving a
free cycling jersey for any
we use on the website.
[Just as soon as we've
designed the new jersey!]

Spring Training Camp March 18 – 22



Serious riders looking to tune up for the 2008 season should join our March Training Camp. The camp is run with our friends at Peaks Coaching Group. We ride some of Northern California's most stunning roads and last year we had the bonus of warm, sunny weather.

The camp focuses on training with power meters, improving descending skills and simply relaxing with likeminded riders. Tony and Alexis will be joining the camp to trim down after their planned winter excesses.

For more information contact [Alexis Nelson](#).

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Ever Dreamed of Starting Your Own Bike Business?

Many of our guests ask, "where can we do this next?" In response, we're taking the LifeCycle Adventures *full-service-self-guided* model to new locations.

Expansion will be via a network of owner/operated franchises. Bike tours may be central to the franchise or they may be in addition to other activities such as kayaking or hiking.

Do you know any bike enthusiast with great customer service skills and excellent attention to detail that might be interested in working with us on one of these ventures? If you do, email [Tony Blakey](#).



Do you know this person?

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And Finally ... Where Next?

This September, Tony, the founder of LifeCycle Adventures, headed to India to ride from Delhi to Leh (in the heart of the Himalayas).



Lessons learned included:

- There's not much oxygen for cycling at 17,000 ft.
- It's amazing how far you can go and still get a warm welcome.
- This might not be the best location for the next *self-guided* franchise!

By the way, if you're really bored, you can [check out some more photos from the India trip](#). If you're in the office, you

might want to put the sound on low. If you're not, crank it up!

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Coming in the Next Edition

- Corporate Events: "Cycling is the New Golf"
- Self-guided: New routes along the Sonoma Coast
- Guided Tours: Our 2008 tour dates

- Alexis' top tips for cyclists

In the meantime, if you celebrate it, Happy Thanksgiving. If you don't, you're missing out on some great pumpkin pie!

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UNSUBSCRIBE: We like to stay in touch, but if you'd prefer we don't send you emails such as this one, please notify us by replying to this email and putting UNSUBSCRIBE in the title.

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