



CLIENT:

LifeCycle Adventures

Coverage
highlights
included features
in Hana Hou, Bend
Bulletin, and
Touring & Tasting.

Client Description

LifeCycle Adventures offers custom, self-guided cycling vacations in California, Oregon, Hawaii, Washington and Tuscany, Italy. Targeting a guest with a taste for adventure as well as class, LifeCycle was most interested in securing coverage in national, consumer, travel and biking publications.

Project Description

LifeCycle tapped A.wordsmith to lead its media relations campaign in late 2012. A.wordsmith crafted a communications plan targeting writers and editors on a variety of angles including mother/daughter getaways, wine vacations, region-specific destinations and honeymoons. A.wordsmith also focused heavily on freelancers, recognizing this group as paramount in getting into the type of publications important to LifeCycle. This strategy opened the door for increased conversations, press trips and ultimately secured opportunities.

Key Results

A.wordsmith secured placements in travel, cycling and localized publications.

- Hana Hou: [Two Wheels to Waimea](#)
- Bend Bulletin: [Bicycling the Willamette Valley](#)
- Touring & Tasting: [Cycling and Tasting in Dry Creek Valley](#)