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Osprey Packs Launches Official Bike Blog

Monthly Traffic: 20,000

URL: <http://tinyurl.com/22l6dra>

Osprey Packs, Inc., a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, will launch their new Osprey Bike Blog at Interbike this week in Las Vegas, Nevada.

Along with making their first appearance at the show and introducing their new line of commuter packs for Spring/Summer 2011, Osprey will go live with the new blog that is aimed at covering three main themes: Adventure, Active Lifestyle, Advocacy.

“With the number of people at Osprey who are passionate about biking, creating a bike specific blog to share adventure stories, important advocacy information, and fun lifestyle items is a natural extension. The Osprey bike blog will be packed with relevant and interesting content ranging from elite endurance racing to local townie bike cruises and everything in between,” said Bike Marketing Manager Jeff Fox.

Coordinating with other blogs, the Osprey bike blog will feature guest posts, an events calendar and ongoing contests, all focused on inspiring people to get out and ride.

“The new Osprey Bike Blog is an ideal venue to speak to our bike enthusiast customers. This will be the place to learn all about our Osprey Hydraulics™ hydration pack program, our new bike commute and lifestyle offerings and to gain sneak peeks as to what the future holds for Osprey in the bike realm,” said Director of Marketing Gareth Martins.

