



## WendMag.com

September 23, 2010

Osprey Bike Blog – Adventure, Active Lifestyle and Advocacy

Featuring: Osprey Bike Blog

Monthly Traffic: 26,200

URL: <http://tinyurl.com/23bjjnh>

Until now, Osprey has been known entirely for its packs. From those created for hydration needs while on-the-go to traditional messenger bags and backpacks, Osprey is unanimous with quality packs. But as of the beginning of this week, September 20th, Osprey began making a name for itself in an entirely new realm with its brand new Bike Blog.

The Bike Blog will revolve around three specified themes: adventure, active lifestyle and advocacy. It will serve as a hub for bike information, news and inspiration. And the Blog will cater to bike enthusiasts—from the around-town commuter to the elite road racer.

“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.

