

PEBBLE



PEDALERS

Pedaling Against the Pebble Mine

PEBBLEPEDALERS.COM



Riding from Alaska to Argentina, we work towards preservation, protection and the restoration of watersheds throughout the Americas. Please join our fight by educating yourselves on this critical issue and taking action with both pen and pocketbook

To ride for a cause. To follow a path with passion. Starting in July 2009, three conservation-minded cyclists will begin a journey spanning the length of the Pan-American Highway, riding their bikes 17,000 miles through 15 countries with a singular goal: to stop the development of the Pebble Mine.

The Pebble Mine is:

- Planned as the largest [open pit mine](#) in North America.
- A multinational-backed venture proposed for a region 200 miles southwest of Anchorage, Alaska.
- Scheduled to be built at the headwaters of [Bristol Bay](#). Renowned for its pristine beauty, the area is home to some of the world's largest salmon runs and commercial fisheries, while subsistence fishing is the livelihood of the land's native communities.

Alarmed by the potentially disastrous effects of the proposed mine, regional voices and a community of non-profit organizations are standing up to oppose the driving forces of the mine's vested corporations, Northern Dynasty Mineral and Anglo American.

So, Who Are We?

Seth Berling, Parker Berling and Jeff Urton believe in the power of grassroots enthusiasm to garner support for a cause. Called to action by [Red Gold](#), the award-winning documentary chronicling the battle taking place between anti- and pro-mine activists in Bristol Bay, the three cyclists banded together as the Pebble Pedalers and have dedicated themselves to raising the volume of dissent against the Pebble Mine to new heights.

Paired with [Trout Unlimited](#), the nationally recognized non-profit, **the Pebble Pedelars aspire to raise \$50,000** to fight the exploitation of Alaska's non-renewable natural resources while riding their bikes from Prudhoe Bay, the northernmost point accessible by road in Alaska, to Tierra del Fuego, the

southernmost tip of Argentina. During their 12-month journey, the riders will cover an average of 65 miles a day on their bikes while visiting schools, community centers and outdoor retail outfitters to educate the international community on the plight of Bristol Bay and the larger environmental issues at play.

Why is This Ride So Right... and So Right Now?

- The issue has received considerable interest from mainstream press, including New York Times, Fast Company and Outside Magazine.
- With global warming at the forefront of President Obama's agenda, this particular battle is becoming increasingly relevant to fight.
- We are taking a stand on a divisive issue: while a bicycle journey to fight diseases or combat poverty is the noblest cause, we are committed to putting a stake in the ground for a cause outside many comfort zones.

How Are We Different?

Each rider brings a diverse background and quench for adventure that speaks to the values propelling their trip forward. Seth Berling holds two National Championship titles in collegiate rowing and became passionate about cycling as an alternative form of transportation. Seth is also a competitive amateur cyclist for [Team Roaring Mouse](#), based in San Francisco. Seth's brother Parker is a former University of California San Diego basketball captain and joins Seth for the trip invigorated by the athletic and metal challenges the journey holds.

"While the larger environmental movement is certainly gathering momentum and proving its long-term business value, this trip is about a very tangible crisis that has the potential to immediately impact the cultural and natural ecosystem of Alaska. There is absolutely no way we are going to sit back and watch the mine simply be developed without using all our available resources, whether its riding our bikes 17,000 miles or encouraging friends, family and corporations with a conscience to donate money to the cause." – *Parker Berling*

What's Next?

- "To help the Pebble Pedalers meet their \$50,000 fundraising goal, please visit our site ([Pebblepedalers.com](#)) or Trout Unlimited's Save Bristol Bay ([Savebristolbay.org](#)). Should you choose to give, kindly mark your donation for "The Pebble Pedalers."
- A social media component will also parallel the riders' physical journey. The Pebble Pedalers will continually update [a blog](#) and [Twitter feed](#) during their travels, and the riders have also established a [Facebook group](#) to further connect with supporters.
- All three Pebble Pedalers are available for interview immediately and throughout their trip, which will last from July 2009 to July 2010. High-resolution photographs of the riders en route will be available upon request.

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