



Tour Da Yoop, Eh
Press Kit
tourdayoopeh.com/press



About Us

"We are **capable of more** than we realize."

— James Studinger

In 2018, James decided to bike 1,200 miles around the perimeter of the Upper Peninsula of Michigan to showcase its amazing—and safe—biking possibilities. He sent out an impromptu Facebook notice to see if anyone wanted to join him. A total of sixteen people, many doing different sections, joined in on the adventure, marking the start of the annual Tour Da Yoop, Eh (TDY) event.

Tour Da Yoop, Eh is an 10-day gran fondo biking event that is made up of 10 120-mile-average sections. The course takes riders through each of the 15 U.P. counties and past three of the Great Lakes. Cyclists are encouraged to stay overnight at our blocked hotels in the finishing locations.

Every cyclist is invited to join the adventure, with previous events seeing riders from places as close as Michigan and as far as Germany. During the event, they can go fast or slow, within a group or on their own. Route instructions are provided and directional signs are placed. A Support and Gear (SAG) team provides equipment carrying services and hydration stations to supplement the riders.



Meet the Crew



James Studinger
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The Ride – F.A.Q.



Tour Da Yoop, Eh 2022

1,200 miles of beautiful lakeside biking.

When does the bike tour take place?

- The annual ride starts on July 29th at 8 A.M., but we encourage riders to arrive a day early.

What will I see?

- Nature at its finest, and almost no cars. For many miles, the road is like a private bike path.

What is the Plaid Jersey?

- When you complete all ten sections, you receive the Plaid Jersey as our nod to your incredible accomplishment. We give it to you to wear during the final ride.

What kind of bike is best?

- You're gonna want a road bike. There are only 36 miles of gravel during the whole 1,200 mile route.

Can I complete all ten sections?

- Yes, if you have the time, you can do all ten! This challenge is best enjoyed when you are prepared.

If not doing all ten sections, how do I get back to my car?

- The U.P. is long and skinny, which makes looping on the east or west end an effective way to still have a great time. Grab some friends and station your cars or hail a taxi.

If not doing all ten sections, do I still get SAG support?

- Yes! We want you to succeed in your adventure. We support all riders equally with luggage transportation, water stops, and other necessary support.

Bike Safety

When James began Tour Da Yoop, Eh, he had one goal in mind: promoting the Upper Peninsula's absurdly low rate of biker-related accidents. For instance, while the Lower Peninsula had 1,210 biker-vehicle accidents in 2020, the U.P. only had 18. Even when considering the 4.4 million-plus visitors our peninsula sees every year, the lack of accidents is incredibly disproportionate, leading us to believe that the U.P. may be the safest place in the country to bike.

We make sure everyone knows it.

It's all over our website, our social media page, and our press releases. Our jerseys are designed to be visibly distinct so our riders don't get lost in the vast foliage alongside the roads of the U.P. They also serve to reinforce our message: when you see a Tour Da Yoop, Eh rider, pedaling along in their bright orange jersey, you'll think about bike safety and keep away.

Childhood Cancer

Tour Da Yoop, Eh teamed up with U.P. Lions Serve to promote their Childhood Cancer program, and to great success: they raised \$4,000 for U.P. families battling childhood cancer. This year, riders are given their own pledge pages and encouraged to help support the families in our beautiful communities that need it the most.

U.P. Tourism

Tour Da Yoop, Eh plays its part in stimulating the economy of the Upper Peninsula. Every year, riders stream from location to location and support local establishments, whether it be gift shops, eateries, entertainment venues, or hotels. We also spotlight our locations on our social media. The increasing coverage of the our event also brings more visitors to our peninsula that want to see all there is to offer.

Press Coverage



HOUR
DETROIT

Hour Detroit

Inside One Man's Quest To Create an...

<https://www.hourdetroit.com/recreation-topics/inside-one-mans-quest-to-create-an-epic-upper-peninsula-bike-tour/>



m
LIVE

mlive

Registration open for "Tour Da Yoop..."

<https://www.mlive.com/news/2021/03/registration-open-for-tour-da-yoop-eh-an-epic-10-day-1200-mile-bike-tour-of-up.html>



Upper Michigan Source

Cyclists complete second section of...

<https://www.uppermichigansource.com/2021/08/08/cyclists-complete-second-section-tour-da-yoop-eh-escanaba/>



THE MINING
Journal

The Mining Journal

Touring da Yoop: Cyclists set off on...

<https://www.miningjournal.net/news/local/2021/08/touring-da-yoop-%E2%80%88cyclists-set-off-on-10-day-1200-mile-ride-across-upper-peninsula/>



DAILY PRESS
Your Local News Leader

Daily Press

Tour da Yoop Eh seeks bike riders for trip

<https://www.dailypress.net/news/community/2021/07/tour-da-yoop-eh-seeks-bike-riders-for-trip/>



The
Lasco
Press

The Lasco Press

Michigan's Upper Peninsula TOUR DA...

<https://www.thelascopress.com/2021/06/michigans-upper-peninsula-tour-da-yoop-eh-cycling-challenge-is-a-go/>



R|R|N
RADIO RESULTS NETWORK

Radio Results Network

Tour Da Yoop, Eh! Raising Money To...

<https://www.radioresultsnetwork.com/2021/08/03/tour-da-yoop-eh-raising-money-to-fight-childhood-cancer/>

Branding Material



Apart from this press kit, you may find branding, photography, and more to use when writing about the event at tourdayoopeh.com/press. Please contact harrison@tourdayoopeh.com for further inquiry.

Logos

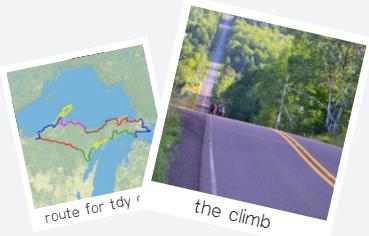


brand guidelines

PNGs

EPSs

Photos



aerial

event

routes



Contact Information

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For: interviews, general questions

Chris Smith

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For: Childhood Cancer, SAG Support questions

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For: U.P. Lions Serve, SAG Support questions

Harrison Bouche

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For: website, design, marketing questions

Ryan Stafford

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For: social media questions