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PEDAL POWER TO BE PUBLISHED
Unique Opportunity to Market Your Bicycle Event!

Indianapolis, IN [20 April 2007] – RS Design is pleased to announce the upcoming release of **PEDAL POWER, The Bicycle Touring Game**, in July 2007. Pedal Power is a unique game based on bicycle touring. The goal of Pedal Power is to be the bicyclist who has the most fun. The player with the most Joy Points at the end of the game had the most fun and is the winner of the game!

Players plan their trips and attend bicycle events (Weekend and Week Long Tours as well as Expeditions) for experiences and fun. Experiences earn the players Joy Points. The players will enjoy Bed & Breakfast, Camping, Mountain Biking, Tandem and Winery experiences throughout the game. Experiences can be had many times as joy and fun are not confined to one trip. The players will also experience days where skies are blue, roads are smooth and enjoy tail winds. Other days players will be chased by dogs, have headwinds, rough roads, flat tires and thunderstorms.

Bicycle events have a unique opportunity to cross-market their events through Pedal Power. Bicycle organizations that would like to take advantage of this cross-market effort can pay a nominal fee of \$10. The cross-marketing fee will cover a listing in the printed insert included in each game as well as a website link on the Pedal Power website: www.RSDesign.info **The insert listing deadline is May 31, 2007.** Contact RS Design at PedalPower@RSDesign.info or visit www.RSDesign.info for more details.

By offering this opportunity to bicycle events and organizations, RS Design hopes to share the joy of bicycling by generating additional interest in bicycle touring in the United States through giving added visibility to the vast variety of bicycle touring opportunities.

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Pre-orders of Pedal Power will be accepted by RS Design. The anticipated price of the Pedal Power is \$30 (USD). Pedal Power will be available starting July 2007, with the first major release at the StrataMax booth at Origins International Game Expo in Columbus, OH. For more information about pre-ordering Pedal Power, contact RS Design at PedalPower@RSDesign.info or visit www.RSDesign.info

RS Design is owned by Randy Schmucker. Randy and his wife Connie Szabo Schmucker have been involved with organizing and promoting bicycle events for 20 years. In addition to bicycle related services such as custom bicycle route mapping, cue sheets and Pedal Power merchandise, RS Design also provides website design, board game graphic design and custom greeting cards. For more information visit www.RSDesign.info.

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