

Social Media Release: The Cycle Bar

This is a fictional social media release for a university course. It is not an official release.

The Cycle Bar November 2016 Special Event

PITCH

Evelyn Stevens, a professional road cyclist and Olympian, is the trainer for three special cycling classes hosted by The Cycle Bar. The classes are held at 2 p.m., 3:30 p.m. and 5:00 p.m. Although class availability is limited, all members of The Cycle Bar are welcome to join for a dinner reception at 6:30 p.m. The reception includes a variety of healthy juices and smoothies, as well as a catered dinner. In addition, Stevens offered to speak about her journey and success as a cyclist in order to inspire our members to dedicate themselves to accomplishing their goals.

BACKGROUND

The Cycle Bar is a cycle studio and juice bar located in Auburn, Alabama. The Cycle Bar provides an affordable fitness program and nutritious meals to those living in the surrounding area, especially college students. Founded in 2016, this organization recognizes the rising obesity rates in adults and aims to tackle this issue by creating an environment where young adults can develop better fitness and proper nutrition habits.

FACTS

- The event is on Thursday, Nov 3, 2016
- The event is located at The Cycle Bar
- Classes are held at 2 p.m., 3:30 p.m. and 5:00 p.m.
- A reception will follow the classes from 6:30 – 8 p.m.
- Many special guests are attending the reception including Evelyn Stevens, American professional cyclist; Kaitlin Carroll, owner and founder of The Cycle Bar; Bill Ham, Jr., Mayor of Auburn; and Georgia Jay Gogue, President of Auburn University.

QUOTES

“Events such as this one create a sense of community in our gym and makes exercising something to look forward to,” Kaitlin Carroll, owner and founder of The Cycle Bar, said.

“Each of our members joined The Cycle Bar to accomplish a goal, and this is our way of helping them reach it,” Kaelin Jackson, trainer at The Cycle Bar, said.

MEDIA



Photo: Evelyn Stevens



Photo: The Cycle Bar Studio

CONTACTS

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LINKS

Website: <https://thecyclebar.wordpress.com/>

Facebook: www.facebook.com/thecyclebar

Instagram: www.instagram.com/thecyclebar

Twitter: www.twitter.com/thecyclebar