

GA

## Copy

Client: Ladley & Associates

Re: **California Dream Bike web copy**

---

### Scope of Work

Ladley and Associates has contracted with Galvin and Associates to write copy for client CalBike and its California Dream Bike Tour 2018 website. WORD COUNT: 1088

---

COPY

---

HEADER

## CALIFORNIA DREAM RIDE LOGO

Register | Rider Login | Donate | Contact Us BUTTONS

MENU

HOME

THE DREAM EXPERIENCE

Route/Itinerary | Our Cause | About Us | Videos | Travel Info | FAQs | Volunteer

PARTICIPANTS & RESOURCES

Training & Safety | Fundraising Tips & Tools | Dream Riders | Refer a Friend | Event Updates | Rider Login

TESTIMONIALS

SUPPORT A RIDER

Donate

---

FOOTER

## CALIFORNIA DREAM RIDE LOGO

Learn more about us LINK TO ORG WEBSITE

SIGN UP | STAY IN TOUCH BUTTONS

MEDIA ROOM | CONTACT US BUTTONS

OUR SPONSORS LOGOS

FACEBOOK | TWITTER | INSTAGRAM ICONS

TERMS & CONDITIONS | PRIVACY POLICY

©Copyright 2018 California Dream Ride. All rights reserved.

---

HOME

SLIDER ONE - BASICS

## A Cycling adventure in better living.

2018 California Dream Ride bicycle tour

Santa Barbara to San Diego, October 7-12

Ride ridges, canyons, and beaches over 5 days.

Tour includes accommodations and meals.

CTAs

[Register Today](#)

[Get More Information](#)

---

Galvin and Associates [Campaigns](#) | [Copywriting](#) | [Engagement](#) | [Results](#)

Oakland CA 94605 | [galvinandassociates1@gmail.com](mailto:galvinandassociates1@gmail.com) | 408.218.9335



SLIDER TWO – HAVE FUN

## Get fit, have fun, make friends!

Join health-minded cyclists for a great workout and a scenic vacation.

Open to men and women of all ages.

Physical challenges? E-bikes available.

CTA

[Dream Riders List 2018](#)

SLIDER THREE – EVERYTHING INCLUDED

## Hotels, meals, supportive staff, and fun!

The 5<sup>th</sup> Annual California Dream Ride

A carefully-planned tour backed by experienced support staff.

We've got you covered - lodging, meals, traffic advisories, medical care.

CTAs

[Route & Itinerary](#) | [Event Updates](#)

SLIDER FOUR – GOOD CAUSE

## Dedicated to a more bikeable California.

Proceeds benefit the California Bicycle Coalition and our Bikeways to Everywhere initiative, supporting bike access for all. We are a 501C3 nonprofit – your fee may be tax deductible.

CTAs

[About Us](#) | [Cal Bike website](#) | [Refer a Friend](#)

PANEL – THE BASICS

## 5 days of extraordinary Cycling.

The 5<sup>th</sup> Annual California Dream Ride, October 7-12. Santa Barbara to San Diego

The Dream Ride route features stunning natural vistas and is moderately-challenging cycling, with some long uphill to test your mettle. Hotels, meals, and attentive staff are included – all you need to do is pedal and have fun! <sup>55</sup>

CTAs

[Route & Itinerary](#) | [Register Today](#)  
[Learn More](#)

PANEL – VIDEO

PANEL – TESTIMONIAL ROTATORS

*“Great routes, great support and people, all while supporting better biking.”*

-Nathan B, 2014, 15, 15 Dream Rider

*“The best multi-day bicycle tour I've ever experienced.”*

-Laura B, 2014, 15, 16 & 17 Dream Rider

*“Great adventure and fun way to support our California Bicycling Coalition.”*

-Diane M, 2016 Dream Rider

*“The Dream Ride was all that I hoped it would be – great camaraderie with other riders.”*

Stanley B, 2016 Dream Rider

*“Very well organized. The support staff really cared about each rider.”*

-Gary P, 2016 Dream Rider

CTA

[More stories](#)



PANEL – UPDATES

**Stay connected!** We update info on participants and the tour on our social media pages.

CTAs

[FACEBOOK](#) | [TWITTER](#) | [INSTAGRAM](#)

---

## DREAM EXPERIENCE

PANEL – ROUTE INFO

### Safe and beautifully challenging.

The 2018 California Dream Ride bicycle tour is designed to maximize your enjoyment of nature and your fellow cyclists – and get fit while you do it!

You ride 5 days, October 7-12, cycling along ridges, canyons and beaches from Santa Barbara to San Diego, and is open to men and women of all ages. E-bikes are available for those new to long-distance cycling or who have physical limitations.

Proceeds support the nonprofit California Bicycle Coalition and our Bikeways to Everywhere initiative, supporting bike access for all. We provide tips for those who want to use crowdfunding to cover some or all of their \$2500 fee.

CTAs

[Route & Itinerary](#) | [Our Cause](#) | [Event Updates](#)  
[Register Today](#)

PANEL - ROUTE

### Postcard-perfect.

The California Dream Ride route is carefully planned to provide riders with the best views and the least traffic. Our support staff are experienced and attentive to your every need, along the route and for your accommodations and meals.

#### Here's your schedule, at-a-glance:

Sun 10/7: Check-in day, Santa Barbara

Mon 10/8: Santa Paula

Tues 10/9: Santa Monica

Wed 10/10: Long Beach

Thu 10/11: San Clemente

Fri 10/12: San Diego

Accommodations and meals are included, starting with dinner on Sunday, 10/7.

Map GRAPHIC

CTAs

[Detailed Itinerary](#) DOWNLOAD  
[Dream Rider Stories](#) TESTIMONIALS  
[Register Today](#)

PANEL – OUR CAUSE

Paragraph on why people ride/our cause. Info on CalBike.

CTAs

[CalBike website](#) | [Fundraising Tips & Tools](#) | [Donate](#)

PANEL – ABOUT US

### Cycle for fun and support a good cause.



The California Dream Ride is a fundraiser for the California Bicycle Coalition, a nonprofit that advocates access and rights for cyclists. Your participation directly funds the Bikeways to Everywhere initiative, which promotes protected bike lanes and a network of boulevards and bike paths to all California communities. Dave Snyder is Executive Director.

Your Ride Director is Debbie Brubaker, an experienced cyclist who has pedaled her way through Italy, Spain, and across the U.S. and owns a bike company. The California Dream Ride is perfect for her – she’s happiest outdoors on her bike!

Ride Director Debbie is supported by an experienced support team of staff and volunteers, including members with medical training. All are dedicated to providing Dream Riders with an experience of a lifetime!

CTAs

[CalBike website](#) | [Fundraising Tips & Tools](#) | [Donate](#)

PANEL – VIDEOS

CTAs

[Our CalBike Alumni](#) | [Event Updates](#) SOCIAL MEDIA LINKS | [Register](#)

PANEL – TRAVEL INFO

Paragraph says we’ll keep you updated on route, accommodations and meals and other details.

CTA

[Event Updates](#) SOCIAL MEDIA LINKS

PANEL – FAQs

List includes cancellation policy

PANEL – VOLUNTEERS

Graph on it’s a good cause and it’s fun. How to volunteer, reqs

CTA

[Volunteer Application](#) DOWNLOAD BUTTON

---

## DREAM RIDERS

PANEL – INTRO

### **Dream Riders are special people.**

Dream Riders come in all sizes, ages, sexes, and fitness levels. What they all share is a passion for the great outdoors, good company, and a great workout.

Male and female cyclists of all ages will be your companions for 5 days as you cycle the beaches and hills from Santa Barbara to San Diego. The pace and terrain are moderate-difficulty and the views are stunning. Many great friendships have emerged from the first four California Dream Tours – check their comments on the Testimonials page.

The California Dream Ride staff are experienced and always attentive. We offer the option of an e-bike for those new to long-distance cycling or who have physical limitations.

### **Join the select few of the fit and the fun: California Dream Riders!**

[Training & Safety](#) | [Fundraising Tips & Tools](#) | [Testimonials](#)



PANEL – TRAINING & SAFETY

Paragraph on experienced and trained staff. Our focus is safety and fun. For newbies to long rides, e-bikes.

CTAs

[TRAINING TIPS](#) | [SAFETY TIPS](#) [DOWNLOAD BUTTONS](#)

PANEL – FUNDRAISING

Paragraph on your choice – pay your way or get others to contribute or a mix. We’re a nonprofit so it may be tax deductible check with your tax prep person for details.

PANEL – 2018 DREAM RIDERS

Paragraph says we’re friendly folks and maybe you know someone who did this before. Join us and you’ll be on next year’s list!

BUTTONS – Opens a dropdown with list of participants

2018

2017

2016

2015

2014

PANEL – REFERRALS

## Play well with others.

The California Dream Ride is a proven way to have get fit and have fun in the great outdoors. Shouldn’t you share the experience with others?

Refer a spouse, friend, work compadre or others to join us for the 5<sup>th</sup> Annual California Dream Ride. As an incentive, we’ll ship you a totally cool CalBike tee for every referral!

CTAs

[Download Referral Form](#)

[About Cal Bike](#) | [Event Updates](#)

PANEL – SOCIAL MEDIA

[FACEBOOK](#) | [TWITTER](#) | [INSTAGRAM](#)

PANEL – RIDER LOGIN

CTA

[Rider Login](#)

---

## TESTIMONIALS

PANEL – VIDEO TESTIMONIALS

CTAs

[Route & Itinerary](#) | [Event Updates](#)

---

## SUPPORT A RIDER

PANEL – HOW TO SUPPORT A. RIDER

Include info on Cal Bike nonprofit status and potential for tax deductibility – check with your tax expert

CTA

[Donation Form](#)

---