

Cycling advocate aims to inspire adventure with new book

Author of *The Limey Project: a long, weird cycling odyssey into the heart of the USA* hopes others will use cycling to connect with both nature and themselves

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The author of a new cycling adventure memoir - published on 3rd September - hopes his story will inspire others to take to the road and use the power of the humble bicycle to connect with both nature and themselves.

The Limey Project: a long, weird cycling odyssey into the heart of the USA by Adam Stones is a comic, sometimes surreal and often eye-opening book chronicling a 4,500 mile cycling adventure across the USA by two British school friends, accompanied by an invisible, talking bear.

The book's descriptions of the people and places you'll find in roadside America captures an intimate portrait of a country at an incredible time in its history. And its exploration of our individual motivations for adventure reveals a universal truth about being much more capable than we often believe ourselves to be. But Stones states that the overriding message of the book is the incredible power of the humble bicycle.

He said: "Cycling transforms both people and places. We saw and experienced first hand how on a personal level it strengthens both your mind and body and how on a community level it brings people together, fosters a stronger connection with nature and creates human-centred places. On our journey we were fortunate to secure an intimate encounter with America and with ourselves, truly understanding both in ways only made possible by a bicycle journey. It is my hope that by sharing this story, I will inspire more people to head out and discover the world on two wheels."

In the book, Stones and his friend Nick Crackenell set off dressed in baggy shorts and tennis shoes, heading from Seattle to Miami, via San Diego. They journey through deserts, mountains and forests, pausing to be drawn into the darker nightlife of the cities. As Stones says, they are harassed by felons, guzzle a gazillion gas station coffees, and their food is stolen by wild beasts. They encounter Hollywood millionaires, homeless dreamers, 103

dead roadside pets, ecosystems on the edge, and an alarmingly large number of people with guns. The journey is completed with unrivalled, naïve enthusiasm, and with zero technology for navigation or communication.

Stones - who has spent 16 years trying to finish writing the book - believes it is both timeless in its nature but also poignant in its record of an era-defining period in US history. Set in 2003-2004, President Bush was leading a new War on Terror, the hunt was still on for Saddam and his WMDs, Schwarzenegger was taking control of California, the media was becoming polarised, the environment was shouting out clear warnings that went ignored and we all prepared to fundamentally change the way we experience the world with the advent of social media. The book uniquely records the building blocks of the world we see - and sometimes look at in confusion - today.

After completing the adventure, Stones became committed to supporting cycling - he assisted with UK national cycling campaigns, volunteered for cycling charities - including Sustrans and the London Cycling Campaign, and wrote for a number of magazines. He now lives in Amsterdam where part of his role is as a strategic advisor to BYCS, the international cycling culture change agency, responsible for the fast-growing global Bicycle Mayor network. He has been quoted discussing cycling culture in Forbes, The Guardian and Fast Company. In 2019, he delivered a popular TED talk entitled 'How cycling transforms people and places' and he spoke on the need to embed cycling into cities at the Urban Future Global Conference in Oslo.

Stones continues: "With this book I have tried to write a damn good true story that might also just inspire a few people to change their approach to life. This is an important message as cycling rightfully starts to regain global attention as a way to heal our post-Covid economies and communities."

Before publication, *The Limey Project* has already produced a number of fans. Roos Stallinga, author of the *Ride With Me* series, said: "It's a funny, fresh coming of age adventure that brings you up close and personal with America and reveals the incredible things that can happen when you just ride your bike." James Spackman of cycling imprint Pursuit Books, said: "It's really good. Very witty, pacy, well-crafted writing with a nice balance of cheeriness and irony and some excellent flashes of observation and insight." And Tom Kirkendall, author of *Bicycling the Pacific Coast*, said: "An enjoyable and well-researched read, offering a true slice of American ideology and culture." Lee Feldman, co-founder of the global Bicycle Mayor network said: "This book will alight your wonder and inspire you to take to the road on your own bike."

The Limey Project is available to buy from Thursday 3rd September. For more information on the journey or to buy the book, head to adamstones.co/tlp

Notes to editors:

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Reader giveaways and competitions are welcome.

Interviews, extracts, additional photos - all available on request
Images can also be downloaded from adamstones.co/tlp

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Adam Stones is an award-winning writer and communications consultant. His work focuses on supporting organisations addressing social and environmental issues, and on building the skills of changemakers. He grew up in Sherborne, Dorset and read Classics at Birmingham University. He has written for a number of UK and international newspapers and magazines. He is also the author of 'And other stories', a collection of flash fiction. After nearly a decade in London, in 2016 he moved to Amsterdam - the city of bikes - where he lives with his wife, son and an invisible bear called Brian. He continues to ride his bike every day. Even when it rains.