



Segway HT to Cross America **See America at 10 mph**

Starting August 5, in Seattle, WA, a solo Segway rider and small film crew will traverse the country providing daily online blog updates, including video and audio content.

Denver, CO ([PRWEB](#)) July 23, 2004 -- America at 10 mph, an expedition aiming to capture a sense of America and today's American dream by interviewing people from all walks of life, begins August 5, in Seattle, Washington. The team will consist of a solo Segway rider and a small film and support crew who will capture the experience using DV cams, digital still cameras, and audio recording devices. Daily video, audio, and written updates will be provided primarily through the America at 10 mph website (www.10mph.com), with additional content on partners' websites.

This first-ever attempt to cross America on a Segway (the longest point-to-point trip on a Segway by far) will span 17 states, 46 major cities, countless small towns, and approximately 4,300 miles. It is slated to last 2.5 months, end in Boston, MA, and will culminate with a feature-length documentary about America and the event. The content produced will appeal to all audiences, including schools, bloggers, and American and international citizens alike.

Initial interest in the expedition has surfaced from a very targeted release to Segway enthusiasts and the blog community. As a result, traffic on the 10mph.com website skyrocketed, dozens of offers for hospitality in various cities along the route have been made, an Israeli webzine picked up the story, and a Japanese company has signed on to sponsor the expedition and translate much of the web content into Japanese.

"People seem to really like this idea. It's something positive for America and they want to meet with us, talk to us, and tell us their story," said J. Fred Keough, team member and originator of the idea. People who are interested in meeting the expedition team members, riding along with their Segway or bicycle, or showing the team around town are encouraged to visit www.10mph.com/meetup to let the team know.

"There are many who don't think I can make it, including one guy on a Segway forum who thinks we won't get to Walla Walla, Washington, but I know we have it in us. This is an American dream, like the ones we're about to discover," said Josh Caldwell, the team member who will ride the Segway from one coast to the other.

To showcase the expedition, Spinning Blue, the production company behind this project, is building a blog-centric website that aims to be one of the best examples of digital media blogging since the inception of the blog. Additionally, Spinning Blue is in the process of securing sponsorships and partnerships for the expedition, including current talks with a university specializing in technology, which will likely add an additional part-time Segway rider to the team.

About Spinning Blue

Spinning Blue is a production company specializing in using digital media in compelling ways to gain insight about the world. Founded in 2003, the company recently moved offices from Scottsdale, Arizona, to Denver, Colorado. The three founders recently left traditional career paths to pursue Spinning Blue full time. Their plan is to engage in many more expedition-based projects, similar to America at 10 mph.

Contact Information:



Hunter Weeks
480.227.0755
press@10mph.com
Spinning Blue

###



Contact Information

Hunter Weeks

Spinning Blue

<http://www.10mph.com>

480.227.0755

Online Web 2.0 Version

You can read the online version of this press release [here](#).