

January 26, 2010

Jim Wood, Executive Editor
Marin Magazine
One Harbor Drive
Sausalito, CA 94965



Dear Mr. Wood:

I was terribly disappointed in opening the February 2010 issue of "Marin Magazine" and finding 6 consecutive pages of advertising, including the quote: "Nothing wakes you up in the morning like booking down a hill at 40mph and T-boning a deer". This mindless and insensitive copy was followed by another ad featuring a picture of one of the advertiser's (Specialized Bicycle Components) own employees clearly riding off trail. These behaviors are completely inconsistent with the International Mountain Biking Association's (IMBA) "Rules of the Trail" (1. Ride On Open Trails Only, 2. Leave No Trace, 3. Control Your Bicycle, 4. Yield To Others, 5. Never Scare Animals, 6. Plan Ahead) let alone common sense or courtesy. Specialized Bicycles is an IMBA Corporate Sponsor, and knows better than to promote such irresponsible and destructive behavior. The ads convey an extremely negative image of Specialized Bicycles, and they reflect poorly on Marin Magazine.

Given the current level of tension amongst the various constituencies of trail users (mountain bikers, runners, hikers, and equestrians), the ads serve to contribute to further misconceptions and alienation on and off the trail. Reckless or illegal behavior occurs in all groups, and should be treated appropriately as an outlier, as opposed to something to emulate or endorse. In this case, the ads should have been rejected or revised to be consistent with legal and condoned behavior... and the point of view of Marin Magazine and the many individuals and organizations that are working together to preserve and protect Marin's environment.

Brett Powell

Brett Powell

(mountain biker, runner, hiker, sometime horseback rider, and Board Member of the Marin Conservation League)

Mill Valley

cc: via email to jwood@marinmagazine.com

PHONE: 415.485.6257
FAX: 415.485.6259

EMAIL: mcl@marinconservationleague.org
URL: www.marinconservationleague.org

ADDRESS: 1623-A Fifth Avenue
San Rafael, CA 94901

