

## FOR IMMEDIATE RELEASE Contact: info@gradientpress.com Phone: 778-786-2350

Mountain and trials unicycling are the remarkable sports of riding offroad on a single wheel. After dwelling in obscurity through the 1980's and 1990's, thousands of unicyclists worldwide have now discovered that you can ride the same terrain as mountain bikers, from gravel paths and urban obstacles to challenging singletrack.

Why just one wheel? "I love the adventure and doing more with less" says Kris Holm, a long-time rider and author of a newly released guide to the sport, *The Essential Guide to Mountain and Trials Unicycling*. "But it's a hugely underestimated activity. I've unicycled mountain bike trails all day with 10 year olds and 60 year olds, and made the podium in a mountain bike race. Yet many people are still surprised it's even possible. There's no doubt it's hard at first, but anyone can do it. You just have to know how to start."

Kris' new book, *The Essential Guide to Mountain and Trials Unicycling*, will go a long way towards opening this rare sport to a wider audience. With stories, instruction, and photos from adventures as far reaching as Mongolia and Bolivia, Kris' book reveals something that the sport's aficionados already know: mountain unicycling is a fascinating and affordable sport for anyone from serious athletes to casual weekend adventurers. Michael Kennedy, Editor-in-Chief of Alpinist Magazine, agrees. "*The Essential Guide to Mountain and Trials Unicycling* reveals a sport far more diverse and accessible than is immediately apparent, and celebrates the adventurous spirit shared by climbers, skiers, hikers and all who love being in the mountains."

The Essential Guide to Mountain and Trials Unicycling launches in April 2012 at Unicycle.com and Qu-Ax dealers worldwide. Printed on Forest Stewardship Council (FSC) - certified paper, 1% of book sales revenue will be donated to environmental conservation through membership in 1% For The Planet. For more information and to download a sample chapter, visit <a href="www.gradientpress.com">www.gradientpress.com</a>.

## About the Author:



Kris Holm is one of the early mountain and trials unicycling pioneers, and an ambassador for the international business organization 1% For The Planet. He was the first rider to bring mountain unicycling to a mainstream audience through film, television, and magazine features, and plays a key role in the innovation of modern unicycling equipment through his brand, Kris Holm Unicycles. Most recently, Kris stars in an online film segment for Mercedes Benz and in the Ski Channel feature documentary *Winter*. Kris' main interest is independent, exploratory riding, which has taken him down mountains in North and South America, across remote regions in Bhutan and Mongolia, and through the beautiful trails closer to his home in Vancouver, British Columbia. Kris is sponsored by Five Ten Footwear and Horny Toad Activewear. Video links:

http://tinyurl.com/mercedesTV http://tinyurl.com/winterdoc

http://www.onepercentfortheplanet.org/en/ambassadors/krisholm.php

## Praise for The Essential Guide to Mountain and Trials Unicycling

This book offers a rare gift – the direct transmission of experiential wisdom from a master. The fundamental intention...to expedite your learning curve, maximize your enjoyment, and encourage creative flow...ingredients to create your own unique uni adventures.

— Ryan Leech, Professional Bike Trials Rider, Yoga Instructor, and Integral Coach

Kris demonstrates through fantastic photos and easy to follow instructions that mountain unicycling can be fun for just about anyone...In the sharing of his own stories, Kris's passion and depth of knowledge shine through. Victory on one wheel!

— Catharine Pendrel, Olympian and 2011 Cross Country Mountain Bike World Champion

In this book Kris shows that you don't have to be an elite athlete to have fun. It reminds me of the early days of mountain biking, when people were intimidated before they realized that there are many ways to experience this beautiful sport.

 Hans Rey, Former Bike Trials World Champion, Mountain Biking Pioneer, and Mountain Bike Hall of Fame Member

When I first met Kris in 1991, I would never have guessed that muni would turn into the diverse and established sport that it is today. Kris shows us that unicycles have as much a place in the cycling world as any two wheeled bike.

— Andreas Hestler, Olympian and 2-time Cross Country Mountain Bike Canadian Champion

I've had the pleasure of knowing Kris for many years, first meeting him in the early "Freeride Mountain Bike" filming days in the '90's...I give him praise for sharing his knowledge with other uni-enthusiasts!

— Wade Simmons, Godfather of Freeride Mountain Biking

Kris Holm is a kindred spirit who has great respect for the natural world, building community while helping redefine his sport. His book is intriguing whether you're a serious unicyclist or simply want a fun diversion alongside your major sport.

Lynn Hill, Climber

From slacklining to World Cup ski racing, mountain unicycling is one of the best ways to cross train for both physical balance and mental control. Finally we have a book that explains how to do it.

David Hobbs, Former U.S. National Telemark Ski Team Member

A superb book by a superb rider who has helped take the sport from its beginnings to where it is today.

George Peck, Mountain and Trials Unicycling Pioneer





The Essential Guide to Mountain and Trials Unicycling is the complete instructional book for riding off-road on one wheel. This landmark guide provides tips and techniques for beginners venturing off-road for the first time and more advanced riders boning their skills over rougher terrain.

With over 250 photographs and easy to understand instructions, this book introduces the basics of trail riding and describes advanced techniques for climbing and describes advanced techniques for riding both urban and natural obstacles. A full chapter is devoted to equipment and choosing the best unicycle for different styles of riding.

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Kris Holm is a world trials champion and legendary mountain unicyclist. As the best-known and one of the sport's most experienced riders, he helped shape the fundamentals of muni and trials as they exist today. In this book Kris shares entertaining stories, photos and knowledge gained from riding adventures around the world. the world.

First Edition
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## Inside you'll find tips for:

- Choosing the best equipment
- Climbing and descents
- · Using geared unicycles and
- Pushing limits while keeping safe













