



PRESS RELEASE

Date September 2020
Publication immediate
Media contact Gina Wilbertz, Tel.: +49 (0) 2242-90166-13,
hasebikes@amedes.de

The Book with the HASE BIKES Tandem: Two Kangaroos on a PINO

HASE BIKES is thrilled about an unusual tribute: in her book Ed & Brenda's Big Adventure author Emma Cary sends two kangaroos through Australia – on a PINO tandem from HASE BIKES.

Ed and Brenda are two adventurous kangaroos who explore the world on their PINO. They ride through their homeland of Australia and delve into topics like friendship, problem-solving and the power of dreams. The story was inspired by a real-life experience: Emma Cary and her husband, Brendon, took a two-year bike tour from Canada to Chile, nearly 23,000 km along the west coast of North and South America, through a total of 17 countries – all on a PINO tandem. "During our trip, we were often called 'kangaroos' because we're from Australia," explained Emma. "The nickname stuck. The characters of Ed & Brenda are cute illustrations of me and Brendon as Australian marsupials."

The Luck PINO

Emma and Brendon's real-life trip and Ed and Brenda's fictional one were both shaped by the highly unique tandem from HASE BIKE: "We dubbed our PINO 'Falkor, the luck tandem'," said Emma. "It has been with us now for seven years, and we can't imagine travelling with a different bike."

A book for children and the young at heart



PRESS RELEASE

Actually, *Ed & Brenda's Big Adventure* is a book for children of all ages, suitable for keen readers and riders alike. However, it is so lovingly and inspirationally written and illustrated that even adults will enjoy reading it. And they don't even have to be PINO riders. The short and easy-to-understand rhymes are also well-suited for children who are just learning English. The book was illustrated by Emma's cousin Fee. Every page reflects a different art style, including oil, watercolour, pastels, lino prints and collage. There are also lift-the-flap postcards, a bike glossary and suggestions for thinking up continuations of the story.

Ed & Brenda's Big Adventure at HASE BIKES

When Kirsten Hase, marketing director at HASE BIKES, first heard about the book she was very excited: "I ordered ten copies from Australia. They went like hotcakes." This was reason enough for Kirsten to make a bulk order and reserve the last 300 copies of the second print. PINO fans and anyone interested can purchase the book from the HASE BIKES dealers.

Emma Cary reading from her book: <https://www.youtube.com/watch?v=8bOJfrroiFA>

More about Emma and Brendon: www.totallytandem.com

Photos and captions:





PRESS RELEASE

Photo 1:

The PINO adventure book: *Ed & Brenda's Big Adventure*

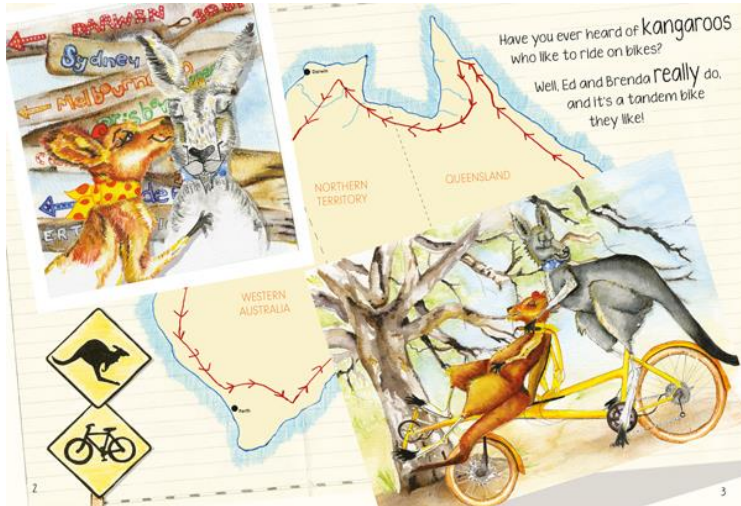


Photo 2:

Two kangaroos ride through Australia: a lovingly designed book (not only) for children

The photos are available for download from here:

<https://www.amedes.de/ftp/hasebikes/Ed+Brenda.zip>

About HASE BIKES:

Marec Hase, engineer, owner and managing director of HASE BIKES, has been developing extraordinary bikes and trikes for the past 25 years. The successes of the now 60-member team have earned numerous design awards and attracted a growing community of passionate HASE bikers from (practically) every corner of the world. The delta trikes and tandems from HASE BIKES are popular for recreational sports, bike tours and family routines, as well as in the area of adaptive and inclusive cycling. Their innovative construction, high-quality engineering and multi-award-winning designs make them attractive for all riders, regardless of age or physical ability. Thanks to the wide spectrum of accessories for various uses, HASE BIKES can be



PRESS RELEASE

individually adapted to the (special) needs of any rider, so that words like “abled” and “disabled” lose their meaning. If you’d like to learn more about what makes the bikes, trikes and people from HASE BIKES so special, then visit us at www.hasebikes.com.