

Heidi and Rachel Bicycle Evangelists and Filmmakers

Names: Heidi Ewing and Rachel Grady

Ages: 36 and 35

Occupation: Academy Award Nominated Documentary Filmmakers

Are you T.A. members? No, but now we know about it and are going to join.

Where do you commute to/from? Heidi commutes from Chinatown to Tribeca and Rachel commutes from Chelsea to Tribeca.

What is your route? Heidi goes north on Elizabeth, left on Broome until she merges onto Canal, left on Greenwich to Loki films headquarters. Rachel is a direct shot on the Hudson River bike path—which is a gift from the urban gods.

What kind of bike do you have? Heidi has an old Peugeot for riding around, errands etc. and a Kona for longer, pleasure trips. Rachel has a totally off-brand bike called a “Bahama” that she bought at Recycle-A-Bicycle on Avenue C. It is the only bike that hasn’t been stolen within the first year of ownership.

What kinds of gear do you use (not gears on bike, but lights, helmet, rain coat, etc.)?



COURTESY: LOKI FILMS

Heidi has a side basket, rat-trap and bungee. Rachel has a giant basket in front. The bike is definitely used for schlepping everything, including camera equipment when necessary.

When did you start commuting by bike? Heidi has been commuting by bike for 10 years and convinced Rachel to pick it up. Rachel has been commuting by bike for 5 years since the conversion.

Why did you start commuting by bike? Convenience and sheer pleasure.

What do you wear when you bike to work? Whatever we put on in the AM. No special

gear, and we both can ride in heels.

Do you ride in all weather? Yes, but sunny is definitely more pleasurable.

What is your most memorable (positive) experience on a bike? We pulled an all-nighter editing and then biked to our homes at 6 am. An extremely satisfying ride.

What was your worst experience on a bike? Rachel got doored in midtown. Luckily, she didn’t get hurt and driver was horrified and scared. Everyone tried to help. Heidi got a flat tire on East Side Greenway next to the FDR drive late at night riding home from a BBQ and had to haul my bike over a bridge and up tons of stairs to get help....scary!

What’s your advice for new bicycle commuters? You are so psyched!! Welcome to the club.

Where do you park your bike? In front of our houses, with at least three locks. Bike theft sucks.

What’s your riding style? Defensive driving. Paying attention is imperative.

What’s the most memorable reaction you’ve gotten on your bike? Heidi rode her bike to the Metropolitan Opera House for a matinee performance of Tosca in full regalia, including four-inch heels. She parked right near the library at Lincoln Center opera in full regalia, and got a lot of curious stares from fellow opera-goers.

Look for Loki Films’ next film project, all about bicycling, at the Tribeca Film Festival this April as part of Al Gore’s SOS Short Films Program. The film will also be shown as part of the Live Earth events on July 7th, 2007.

T.A. Member Special Discount Sale

Bronx River Bicycle Works

Sales, Service, Accessories
1-914-667-7417

6 North Bond St. Mount Vernon, NY. 10550

Save this coupon for an additional 10% on top of our T.A. Member 15% Discounts off M.S.R.P.'s on New Bicycle Closeout-Clearance Specials on existing inventory or enjoy even higher discounts as marked down or as available through manufacturer close outs discounted specials while available. Also enjoy our T.A. 15% member discounts year round!

Bring your T.A. Member Card.

Call for our scheduled hours and available inventory.

Save This Coupon! Expires April 30, 2007

Custom wheels built

by

DT swiss certified wheel builder
Campagnolo, Phill Wood, Miche, Mavic, Velocity components

BIANCHI

Redline - authorized dealer - IRO

BICYCLE DOCTOR

133 Grand St. in Williamsburg
718-302-3145