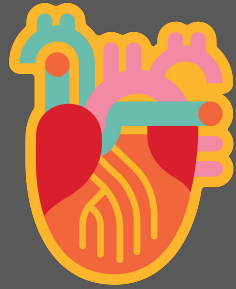


# 2024 FLNT Ride





## FLNT Ride: Bio

On January 18, 2024, at the age of thirty nine years old, I celebrated my 20th cancer anniversary.

Since being diagnosed, I've been diagnosed with heart failure two times, one resulting in end stage heart failure and receiving a heart transplant. This was as result of the two and half years of absolute physical and emotional stress chemo created for me.

I've ridden (road bike) across the United States two times, the first was six years after my last chemotherapy treatment.

3,168 miles in 38 days.

Then a little over a year after receiving my heart transplant, I rode from the hospital where I received my heart, to the burial site of the US Navy Flight Surgeon's who's heart saved my life. From San Diego, California to Jacksonville, Florida.

As a heart transplant recipient, I am permanently disabled. As a result, I am dedicating and devoting all of my time on my bike to giving back and inspiring people from all types of cancer and heart-related survivorship (18-32 years old). Getting on a bike, created such a passionate pursuit of recovering, helped me create the best version of myself. Get on a bike, Let's ride.



[Bicycling Short Film](#) [Website](#) [Ted King Podcast Interview](#)



## FLNT Ride: Summary

The heart inside me belongs to a man named Lt. James Mazzuchelli. I will continue to honor his memory with a journey that begins at his burial site at the Jacksonville National Cemetery. From there, I'll head east to the start of our journey along the East Coast Greenway, heading north to reconnect with my oncologist who saved my life twenty years ago.

I'm currently planning on riding my bike from my heart donor's burial site in Jacksonville, averaging 75 miles per day, through ten states and 1600 miles.

With my brother, my dog and other friends driving my truck and supporting me along the route.

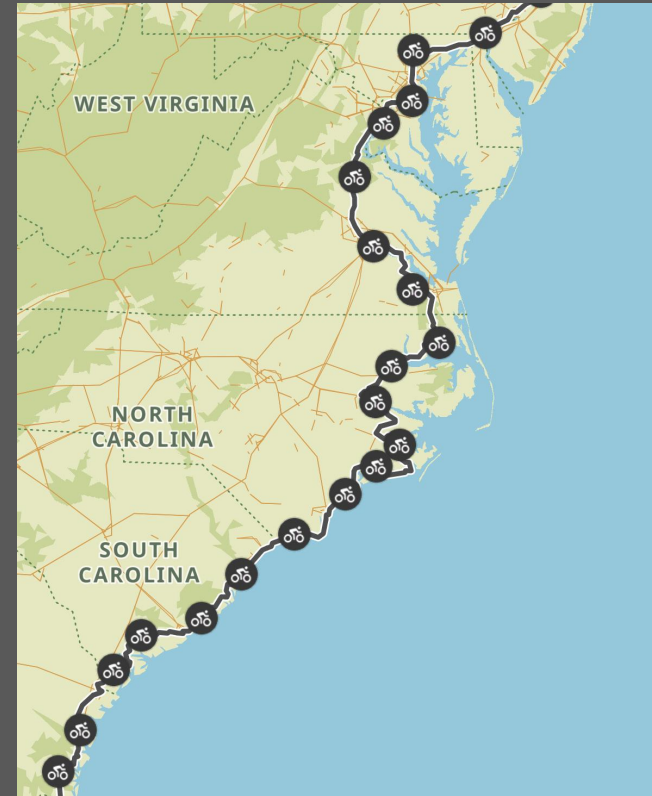
Seeking out the best camp spots to sleep over night, while making our way along the east coast greenway.



# FLNT Ride: Route



Day	Starting Location	Ending Location	Mileage
1	Jacksonville National Cemetary	East Coast Greenway Entrance- Yulee	17.4
1	East Coast Greenway Entrance-	Dock Junction	68.4
2	Dock Junction	Savannah, GA	98.1
3	Savannah, GA	Green Pond, SC	83.1
4	Green Pond, SC	Awendaw, SC	86.3
5	Awendaw, SC	Myrtle Beach, SC	80.4
6	Myrtle Beach, SC	Southport, NC	72.6
7	Southport, NC	North Topsail Beach, NC	57.9
8	North Topsail Beach, NC	Beaufort, NC	101
9	Beaufort, NC	New Bern, NC	84.7
10	New Bern, NC	Greenville, NC	97.6
11	Greenville, NC	Edenton, NC	74.4
12	Edenton, NC	South Mills, NC	56.4
13	South Mills, NC	Jamestown, VA	93.2
14	Jamestown, VA	Richmond, VA	54.1
15	Richmond, VA	Fredericksburg, VA	69.1
16	Fredericksburg, VA	Alexandria, VA	64.4
17	Alexandria, VA	Annapolis, MD	66.3
18	Annapolis, MD	Monkton, MD	62
19	Monkton, MD	Newark, DE	64.5
20	Newark, DE	Philadelphia, PA	60.5
21	Philadelphia, PA	New Brunswick, NJ	72.4
22	New Brunswick, NJ	LIJ	75





# FLNT Ride: Engagement Elements

- Social Media/Blog/Vlog - daily posts and updates
- Giving back - focusing on cancer & heart survivorship (reach out to local associated Meetup/cycling club/groups) \$ raised from all merchandise revenue to FLNT (donating to GoFundMe campaigns)
- Live tracking - landing page on [www.mrmikecohen.com/flnt](http://www.mrmikecohen.com/flnt), sharing a tracker (not specific) Strava
- Virtual Participation (indoor/outdoor cycling/hiking/walking) - using hashtags
- Followers choose which bike we use for a certain day during the week (displaying a topographic graphic showing the terrain, elevation, weather ahead)
- Having guest global & regional athletes, join on a stretch or two of the FLNT ride.
- Coffee shop rides from cities along the route





# FLNT Ride: Production Overview

Timeframe: Starting October 1 - November 5 2024 (during the foliage and hurricane season)

Video Content & Still Photography: creating short documentary series with focus on capturing on the bike and off the bike adventure, from the Jacksonville National Cemetery to New York City, via the East coast Greenway, trail system, while sharing the stories and reflections of the journey.

Distribution: Netflix, Hulu, Discovery, GCN, Film Festivals, ESPN

Visuals: the documentary series will highlight the beauty and adventure traveling via Endurace road biking, Grizl gravel biking and RV camping along the east coast greenway. Interaction between Mike and the production and ride crew. All encompassing cycling footage.

Story Opportunities: POV from Mike , behind the scenes, all crew (ride perspectives) Camping at campsites, hotel stays, weather. (Using Drone footage, POV (GoPro), Canyon PRECEDE:ON mounted camera set up.

Collaboration: Canyon Bicycles (full time employer), The Feed, Skratch Labs, GoPro, Hest, Rumpl (Pitching SRAM, UNOS, UCSD Health. (Pursuing media & podcast interviews)





# FLNT Ride: Deliverables

I will provide:

- Participation in five local coffee shop rides - swag table/giveaway/raffle/local collaboration
- Organic product placement in 4 (30+ min) documentary series episodes & daily camping life
- Designated number of still images for social media and usage.
- Raw footage to use for social cut-downs and marketing purposes.
- Social media tags and exposure in conjunction with the project or credit sponsor with logo included.
- Front and center brand placement in all speaking and media interview opportunities



# FLNT Ride: “Fire Inside” 4 Part Series brought to you by Canyon - Working Title”



- 4 - 30 minute episodes (Summary of each week of riding/adventures)
- 2 - Social/30 second cuts for each episode
- 200-300 edited images
- 30 bangers per episode (15 seconds)
- Daily posts from crew for entire duration of the ride

