

alchemy
BIKES



Media Hits

November 1-December 31, 2021
108,149 Total Impressions

[Alchemy Bikes Taps SIMBOL Communications for PR/Marketing Services](#)

On the heels of their successful exhibit and launch at last month's Sea Otter Classic bike expo, Alchemy Bikes is hoping to build on that momentum with a major marketing push, covering everything from content creation to promotional activations to sports marketing and more. To help navigate this push and future marketing/branding, they've brought in the longtime industry veterans at SIMBOL Communications who will help with all aspects of the effort.

While the brand is iconic within the industry, Alchemy would like to tell their story to a much wider audience and broaden their consumer base: Enter SIMBOL and the new marketing initiatives.

"Insiders know that our amazing bikes speak for themselves, but we feel there's a big audience of riders out there who would definitely benefit from our products, but they may not be aware of our brand and what we do at Alchemy," says founder Ryan Cannizzaro. "And to help us craft and deliver that message to the widest audience possible, we brought in the experts at SIMBOL. Their knowledge of and connections in the cycling industry – and maybe more importantly, outside the bike world – is exceptional; the fact that they can also create powerful content and even wrangle our ambassador athletes made this an easy choice for us.



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"We've already seen some excellent results in our current push to sell our remaining 2021 Arktos mountain bikes, and we'll be following that up with an even bigger effort behind our brand new Rogue gravel bike," adds Cannizzaro. "When consumers hear about this new, extremely capable gravel monster – and between the new content and wider outreach they should hear it loud and clear! – we're very confident the handmade-in-the-USA Rogue will take its rightful place among the most popular high-end gravel bikes out there."



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