

# Cyclists Love DALMAC

**DALMAC 2023 Kickoff February 14, 2023**

DALMAC opens registration for the public on February 14, 2023. TCBA Bike club members have been registering since February 1<sup>st</sup>.

This marketing kit contains elements that you can use to promote DALMAC among your customers, club members and friends. Use the enclosed messaging, logos, photos and other elements to encourage your riders to get out there and RIDE this summer, culminating with Michigan's epic end-of-summer bike tour – DALMAC!

We want to connect to your shop or club – tag us, we'll follow you and tag/share YOUR organization to our followers too! The more cyclists on the road, having fun, the better! See all our accounts listed at the bottom of this document.

## Social media posts/email copy

Cyclists Love DALMAC! February 14<sup>th</sup> DALMAC 2023 opens for registration to all. Reserve your spot on one of five routes from Lansing to Mackinac over Labor Day Weekend 2023. Michigan's most epic bike tour, the DALMAC now offers multiple options for 5,4,3 and 2-day options to fit your last summer weekend schedule. Pedal through Michigan's rolling countryside, past glittering lakes and along high bluffs on your way to the Mackinac Bridge. Camp with your friends at high schools with showers, breakfast and dinner and options for e-bike charging. Register now at DALMAC.org, routes are filling fast.

## Shorter versions:

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## Using the kit:

Enclosed in this folder on Google Drive are photos, logos, copy and social media graphics you can use to promote DALMAC. Feel free to substitute YOUR customers or bike club members' photos from past DALMAC rides if you wish.

For social posts, tag us at @

Facebook: <https://www.facebook.com/tcba.dalmac/> @tcba.dalmac

Instagram: @dalmac.epic

YouTube:

Hashtag #DALMAC2023 #RideDALMAC2023

Need something else? Email [director@dalmac.org](mailto:director@dalmac.org) and we'll get you set up!