

**Client:** 7mesh Cycling Apparel

**Description:** Launch announcement for socially distanced biking community

### **7mesh creates #safeescapes to help riders share their passion while social distancing**

Escape. That's what we're all looking for when get on our bikes. Whether we're riding to something or riding away from it, we throw a leg over the saddle, we push the pedals, and we *escape*.

And while life has changed quickly, and in unexpected ways, over the last few weeks, the feelings of freedom and release we get from riding are something we can all still rely on.

With that in mind, 7mesh has created **Safe Escapes**, a social media-based campaign to encourage riders to find and share their local or at home creative adventures. 7mesh believes that sharing #SafeEscapes can inspire other riders and create a sense of community during a period of social distancing, while taking responsibility to be safe and avoid becoming a burden on the medical system heroes who are on the front lines of the battle against COVID-19.

Whether you're finding #SafeEscapes rediscovering old routes, helping out with bike doorstep drops of food and supplies, or even hitting the trainer for some sweat therapy, 7mesh believes that sharing these moments can help overcome the stress and isolation we're facing during this challenging time.

The 7mesh team will be posting its own **#SafeEscapes** to Instagram and Facebook at @7meshinc, and they invite other to join in by posting their photos and stories and tagging them with **#SafeEscapes** and **#7mesh** with a short explanation of why this ride is a Safe Escape.

7mesh will share the best ones to their website and build a place where riders can join in to find inspiration, motivation, and connection for their next escapes.

When enjoying their Safe Escapes, riders are implored to ensure that the ride is reflects activity considered safe following your local guidelines, whether that means riding solo, riding slower, no close groups, and even riding inside if that's what you're supposed to do.

Visit [www.7mesh.com](http://www.7mesh.com) to learn more and follow along at @7meshinc on Instagram and Facebook.