



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: LEVI'S GRANFONDO

THE CHALLENGE

Levi's GranFondo, founded by former professional cyclist Levi Leipheimer, is one of North America's original and premier Gran Fondo cycling races — an event with mass participation from riders ranging from casual cyclists to elite professionals. Organized annually in Windsor, California, Levi's GranFondo offers seven routes for riders to enjoy Sonoma County's scenic views and a festival to boost local tourism in the area. In the last few years, however, the road racing scene had seen a decline in popularity, with many U.S. road races shutting down after the COVID-19 pandemic and the rise of other types of cycling events.

The founders of Levi's GranFondo sought The TASC Group's services to raise awareness for the event's toughest one-day road race in North America, The Growler, and boost Levi Leipheimer's thought leadership on how to revitalize the road racing scene in the United States. The TASC Group spearheaded a communications and media relations campaign that refined Levi's GranFondo's messaging, built momentum in local, national, international and industry media, and attracted more participants and partners for the event.

THE STRATEGY

The TASC Group's strategy focused on making Levi's GranFondo and Levi Leipheimer's thought leadership more accessible and appealing to the media, cycling enthusiasts, families, potential partners and other stakeholders. The TASC Group crafted and disseminated a press release announcing Levi's GranFondo's \$156,000 prize purse in partnership with winery sponsor, Skipstone, for The Growler, as well as another press release announcing an innovative livestream of the race. Throughout the campaign, The TASC Group pitched over 200 targets, including international, national and regional print, digital, broadcast, radio and podcast outlets covering sports, cycling, lifestyle and sporting events.

THE RESULTS

TASC secured approximately 800 total media placements across press releases, broadcast segments, podcasts, radio and dozens of community calendars. This media outreach helped fuel a 25% increase in rider participation. Levi's GranFondo's festival, Fondo Windsor Festival, had thousands of attendees over two days who got to enjoy free community rides, live music and a jumbotron with a livestream of the Growler Pro Race. The livestream received more than 50,000 views on YouTube within 72 hours. The race raised hundreds of thousands of dollars for at-risk youth charities in Northern California. Media coverage included mentions in [VELO](#), [Yahoo! Sports](#), [NBC Bay Area](#), [Fox 40](#), [The Press Democrat](#), [Cycling Weekly](#), [Cycling News](#) and [Cyclist Magazine Podcast](#).

700+ MEDIA IMPRESSIONS

