



Denise Mueller-Korenek  
&  
Project Speed

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“A great machine can only do so much — being the absolute fastest human requires a heavy dose of adrenaline and a pinch of insanity.” - Will Gray

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## Pantheon of the World's Speediest Women

Wingsuit Flying  
Ellen Brennan, 118 mph

Electric Vehicle driver  
Eva Håkansson, 270 mph

Sailboarder  
Zara Davis, 53 mph

Car land speed record  
Jessi Combs, 393 mph

Motorcyclist  
Becci Ellis, 264 mph

Bicyclist  
Denise Mueller-Korenek, 147 mph



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## The first woman in history.

Denise Mueller-Korenek,  
15 time National Champion,  
mother of 3 and business owner.

2016 set first ever women's bicycle speed record at 147.7mph

2018 sights set on the ultimate men's record of 167 mph

That is faster than the takeoff speed of a Boeing 737.



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## The Story

**Bonneville Salt Flats:** Hundreds of speed records set and broken

**Denise Mueller-Korenek:** A Hero audiences can relate to

**Sport:** Extreme cycling

**Story:** Told over the course of months leading up, using compelling photos, videos, long-form content chronicling Denise's preparation & the media exposure for months following the record

**A pre-roll storyline:** Innovative training techniques allowing women to achieve similar competitive results to men

**Success hinges on passion, precision, and persistence.**



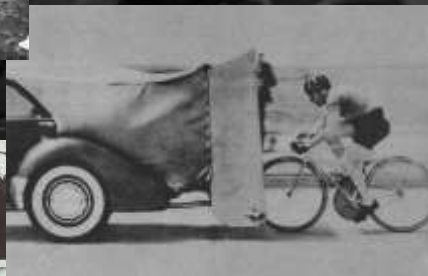
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## History of the Bicycle Speed Record

11 men have held the bicycle land speed record since 1899 when Charlie (Mile-A-Minute) Murphy paced behind a train. Motorcycles and a progressive array of cars have been used thru the years to set this record.

In 2016 Denise became the first woman to set the paced bicycle speed record and now she will attempt to break the ultimate record of 167 mph.



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## Media Plan

### Bicycle Land Speed Record Project

- Build pre-event audience anticipation on YouTube
- Upload teaser videos
- Build hype on Social Media  
(photos, simulations, teasers)
- Television & Print Coverage leading up to event
- Internet Live Stream
- Brand placement options:
  - pace car, speed suit, helmet, bicycle, etc.
- Sponsor Media Campaigns
- Guinness Book of World Records pending
- Post event recognition
  - Ongoing Historic Photographic Reference
  - Speaking Engagements
  - Media Coverage

## Focus Points

- First Woman to Set this Record attempting to break the overall record held by Men
- Career Woman in Business
- Mother of 3 children
- Female team with race car driver, Shea Holbrook
- Inspiration to “Get Back into the Game of Life”



## Media sampling to date (self generated)

- Television**
- Fox 5 San Diego
  - CBS 8 San Diego
  - KUSI Good Morning San Diego
  - The Big Biz Show
  - Discovery Channel Canada
  - NBC KVOA Tucson
  - ABC KGUN9 Tucson
  - Running&Racing - Yes Network

- Radio**
- Jock 98.7 Radio (Springfield, MO)
  - KFMB 760 (San Diego, Ca)
  - ESPN Tucson radio
  - Babbittville Radio
  - San Diego Motor Sports
  - Multiple Podcasts

- Print**
- Wall Street Journal (Front Page)
  - San Diego Union Tribune
  - Arizona Daily Star
  - Orlando Sentinel
  - Rovers Magazine
  - The Vibe Magazine
  - Tailwinds Magazine
  - Road Bike Action Magazine
  - Ranch & Coast Magazine
  - Freeplay Magazine
  - Security Dealer Magazine
  - RSF Connector Magazine
  - More...

- Online**
- ESPN.com
  - PopularMechanics.com
  - VeloNews.com
  - CarAdvice.AskPatty.com
  - NASportsCar.com
  - Bicycling.com
  - World-Challenge.com
  - Pezycling.com
  - SpeedSociety.com
  - RacingNation.com
  - Medium.com
  - Tucson.com
  - BikeRumor.com
  - BikeRadar.com
  - Knfilters.com
  - Sports.Good.Is
  - SoCalCycling.com
  - HorsePowerAndHeels.com
  - BicycleTimesMag.com
  - YouTube: Global Cycling Netw
  - YouTube: Team FireCycle

### International Reach

- MBR.co.uk
- Aktivtraening.dk
- Several more...

### Presentations

- Great Western Bicycle Rally
- Tri Palooza
- Soroptimist International
- Rotary Clubs
- Amgen Tour of California
- El Tour de Tucson

### Honors

- GCN Top 5 Record Breaking Bikes
- El Tour de Tucson Dedication Recipient
- VeloNews Top 3 Bicycle Records for 2016



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## Scheduled Media (future)

- Television** • Ambrose Salmini's broadcast series "Running & Racing" coverage on YES network
- Film Documentary (footage being collected thru 2018)
- CNN – The Great Big Story
- Online** • Social Media reach through Facebook, Twitter, LinkedIn & Instagram
- Monthly Blog by Denise Mueller-Korenek
- Monthly Email distribution to over 9,500 recipients
- Sponsor promotion
- Print** • Los Angeles Times, story by Roy Wallack, columnist and feature writer
- Rotary Magazine (National Publication)





## Media Coverage Benchmarks

### John Howard

In 1985, John Howard (coach) set the men's bicycle land speed record at 152 mph

Publicity from his historic feat resulted in:

[Johnny Carson Show](#), special guest  
[Regis Philbin Show](#), special guest  
[That's Incredible](#), feature presentation  
[LA Times](#), feature article  
[Outside Magazine](#), feature and photos

[Bicycle Guide](#), Cover shot, feature article  
[Bicycling Magazine](#), feature article  
[Velo Magazine](#), feature article  
[Guinness World Records](#), record holder



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## Similar Targeted coverage for Denise Mueller-Korenek

### Television

Jimmy Kimmel Live  
Late Night with Jimmy Fallon  
CBS This Morning  
Good Morning America  
ESPN, First Take  
The Ellen Show

### Magazine

Velo Magazine  
Bicycling Magazine  
Road & Track  
Sports Illustrated  
Outside Magazine

### Radio

Mike and Mike (ESPN Radio)  
Dan Patrick Show  
Dennis and Callan Morning Show

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# The Team

## **Denise Mueller-Korenek, Cyclist**

2015 National Criterium Champion

15x National Champion, Silver World Championships

2016 Women's Paced Bicycle Speed Record Holder

## **Shea Holbrook, Driver**

7-Time Pirelli World Challenge Winner

Jet Dragster Driver, Top Speed 278 mph

First Woman to Win the Long Beach Grand Prix in Touring Car, 2011

Women in Motorsports Honoree

## **John Howard, Coach/Record Holder**

3x Olympian

19 Time U.S. National Champion

1985 Land Speed Record 152.2 mph

1981 Winner Hawaii Ironman Triathlon

1971 Gold Medal Pan American Games

Co-founder Race Across America

Member U.S. Bicycling Hall of Fame



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Denise Mueller-Korenek:  
A role model exemplifying ...

Personal achievement.

Pushing boundaries.

Going further  
than ever imagined  
possible.

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# Denise Mueller-Korenek



One Woman.  
One Bike.  
One Amazing Goal.

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