

Cycling Photos / Video Shoot Suggestions

- Photos need to talk to cyclists, hence cyclists need to be shown in majority of photos (permission must be received for use, provide 'model release' forms) and / or bikes incorporated in artistic way.
- Mix of country roads, trails, scenic outlooks, water and businesses in various communities is desired.
- Feature some of your top assets and experiences and cyclists enjoying them.
- Capturing some shots that featuring changing seasons – fall cycling – is desirable.
- Photos showing a variety of different types of cyclists – ages & abilities & ethnicity – are desirable.
- Helmets are mandatory for all riding shots. Cyclists riding bikes must be properly attired (minimum logos if possible). ie. Flip flops on a ride that is not along the beach is inappropriate.
- Shots from behind cyclists – the 'bum shot' – while easier to capture, are not as desirable. Some may be used, but shots from the front tend to speak louder.
- Cycling events and cycling clubs can often assist with photography and providing 'models', they may have an avid photographer participating or as a club member, and already have permission to use all images captured.
- Do not use stock photography that is not in your region.
- All photos should come with location information and photo credit information.
- If taking pictures on private property, permission should be sought from owner/manager.

Video Samples

Waterfront Trail

https://www.youtube.com/watch?feature=player_embedded&v=NLFbCZrBitE

Ajax - Cycle Tourism with Mayor Steve Parish

<http://www.youtube.com/watch?v=Mbllqldcr6Y>

Ajax - Welcomes Cyclists - Interviews with participating businesses

<http://www.youtube.com/watch?v=7ULJcxpUFD4>

Ottawa - The Cycling City

<http://vimeo.com/51925179>

Haliburton Highlands - Search for the Highland Wheeler
<http://www.youtube.com/watch?v=Q4cM-vep96o>

Kingston By Bike!
<http://www.youtube.com/watch?v=MrICEFD0Y0k&feature=youtu.be>

Cycling In Grey County
www.visitgrey.ca/travel-experiences/outdoor-adventure/cycling/

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