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**Portland-based digital agency The Program connects cycling's heritage with cutting-edge technology in Earn Your Name, a first-of-its-kind project.**
*Using data in sync with Strava, 'Earn Your Name' generates unique, never-before-seen cycling profiles for riders.*

PORTLAND, Ore. March 30, 2017 – Classic or new, bicycles are ridden now more than ever. Cyclists have gotten faster. Performance-tracking tools – a unique component for monitoring health and improvement – continue to be more precise. But, ways in which cyclists use ride data to analyze their performance has lagged behind -- until now.

The Program - a creative digital agency based in Portland, Oregon, created 'Earn Your Name', a first-of-its-kind interactive web experience that unlocks cyclists' inner-Eddy Merckx. Earn Your Name reimagines ways in which riders interact with Strava, an app used to track athletic activity via GPS, and generates art from data derived from Strava.

"Our goal was to create a digitally compelling visual experience from data cyclists already have and use and film," said Ethan Smith Gillespie, President of The Program.

Earn Your Name interprets cyclist data by interfacing with Strava's API, crunching 12 months' worth of cycling data, then generating a customized rider profile complete with an epic nickname, rider classification, and a personalized poster catering to a rider's unique style and strength. Each poster is dynamically generated and draws inspiration from cycling's rich history of design - connecting the sport's past to present.

"Whether a cyclist loves to climb, is a sprinter or does a bit of everything well, our curated experience using Strava data is a dynamic new way to integrate technology with real-life riding," said Jim Nowierski, a Senior Strategist at The Program. "Our team put a great deal of passion and testing into this project – as cyclists ourselves we had the highest standards for Earn Your Name.

The Program's groundbreaking new experience also features a series of short, high-impact films exploring the sport's pain-for-progress tradeoff by journeying into the psyche of a cyclist. To get faster, riders must push to the point of

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breaking, a dynamic that is reflected in nicknames of cycling's greats - The Cannibal, The Killer, Le Monstor. Such names bestowed upon cycling's legends are more evocative and recognizable than those in other sports.

Earn Your Name is the first web experience to combine Strava data integration with art and film. As a project, it points to the future of sports marketing: delivering highly-customized and sharable brand experiences that are made personal through large-scale data integration and instantly memorable design content.
To learn more about Earn Your Name, go here or visit http://earnyour.name. For more information about The Program, visit the http://www.theprogrampdx.com/.

**About Earn Your Name**
Earn Your Name, from Portland-based digital agency The Program, is a first-of-its-kind interactive web experience that unlocks cyclists' best by reimagining ways in which riders interact with Strava, an app used to track athletic activity via GPS. Earn Your Name interprets cyclist data by using Strava's API, crunching 12 months' worth of cycling data, then generating a customized rider profile complete with an epic and unique nickname, rider classification, and a personalized poster catering to a rider's unique style and strength. Each poster is dynamically generated and draws inspiration from cycling's rich history of design - connecting the sport's past to present. The Program's groundbreaking new experience also features a series of short, high-impact films exploring the sport's pain-for-progress tradeoff by journeying into the psyche of a cyclist. To get faster, riders must push to the point of breaking, a dynamic that is reflected in nicknames of cycling's greats - The Cannibal, The Killer, Le Monstor. Such names bestowed upon cycling's legends are more evocative and recognizable than those in other sports.

**About The Program**
The Program is an idea company that builds digital experiences for lifestyle brands that lead. Since 2006, it has used film, code, pixels and words to push boundaries, cut through clutter and deliver creative solutions that forge meaningful connections between ambitious brands and people.

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