

SPEC PR invites brands to align with our beCause Marketing nonprofit partners. Please contact us to discuss opportunities and ideas on how we can help raise awareness of your brand values within target market segments through partnerships with these great organizations.



This fully-supported boutique cycling tour limited to 250 riders raises funds annually for the Arthritis Foundation. Ride the iconic Highway 1—from San Francisco to Los Angeles among waves, woods, and wineries—fully supported at your own pace. We ride along coastal roads and camp or hotel in areas not open to larger groups. The CCC covers 525 miles over 8 days during the best time of year in California, September 10-17, 2022.



World Bicycle Relief mobilizes people through The Power of Bicycles. We are committed to helping people conquer the challenge of distance, achieve independence and thrive.



All Kids Bike is a national movement led by the Strider Education Foundation to place Kindergarten PE Learn-To-Ride Programs into public schools for free, using donations from individuals, businesses, and organizations.



SBBIKE + COAST is the official charity of the 2022 Ride Santa Barbara 100. RideSB100 is raising funds and awareness for the mission of promoting walking, bicycling and public transit in SB County to create healthy, sustainable, and equitable communities.



beCause Marketing Initiative



Cause marketing has never been more relevant, important, or impactful. Aligning your brand with the right cause and communicating your support in the right way can be challenging. SPEC's expertise combined with our passion for leveraging our skills to make the world a better place feed our beCause Marketing initiative.

And we don't just pitch it, we live it. SPEC staff members get a week a year for their own volunteer projects, and SPEC invests time and resources into our own causes both personally and professionally.

