



**FOR IMMEDIATE RELEASE**  
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## Broadway Star Turned Inventor Creates New Sitting Solution

This Wellness Innovation Burns Calories, Increases Energy & Focus Right from Your Chair – Anywhere

Do you sit at your desk all day, and then sit again at home with your computer or TV? FlyteBike™ Portable Pedals makes it easy & convenient to fit in your fitness anywhere, anytime - at work, at home, on the go- even on long flights.

Los Angeles, CA (July 12, 2017) –

Sitting is the new smoking. The average American sits 9.3 hours every day, which is literally killing you. According to the Mayo Clinic, Blue Zones and Harvard studies, you lose 20 minutes of life for every hour you just sit there. Sitting for hours at a time slows metabolism, energy and mental acuity. Simply pedaling with FlyteBike while you sit for a few minutes a couple of times a day enhances your mood, metabolism and productivity.



Former longtime Broadway Star & inventor, Robin B. Palmer, could not stand just sitting there anymore during her day & on long flights. Since necessity has always been the mother of Robin's inventions, she invented FlyteBike™ Portable Pedals to counteract the negative effects associated with long periods of sitting. Robin understands the pressures of a hectic lifestyle and feels passionately that you shouldn't have to choose between your wellness and your work. Palmer's dream is to enable people to feel well and live well anywhere, anytime, at work, at home, on the go, even on long flights.

Although there are stationary pedals on the market, FlyteBike™ is unique in its weight, design and portability - at 3 pounds, it is truly portable, folds completely flat and takes off anywhere with you in its own bag, just like sneakers. The FlyteBike Smart Pedal™ (IoT) add-on with tracking app will be available in the fall. FlyteBike has been approved by Mayo Clinic for their NEAT Certification.

The FlyteBike™ Crew has completed a year of testing and prototyping and is launching its Indiegogo crowdfunding campaign on August 1, 2017 to complete funding for first large manufacturing run.

### About Inventor, Robin Palmer

FlyteBike founder, Robin (Boudreau) Palmer, starred in Broadway musicals for years as Linda Ronstadt's sister in *The Pirates of Penzance* with Kevin Kline, opposite David Cassidy in *Joseph & the Amazing Technicolor Dreamcoat*, & sang *Memory* in *CATS*. Robin left Broadway to create "in the real world." Robin's first invention, *My Wake UP Call® Motivational Alarm Clock® Messages & My Good Night Messages™* are 100 hours of patented digital content with famous experts, now licensed by Audible, an Amazon company. [www.MyWakeUPCalls.net](http://www.MyWakeUPCalls.net)

**More About FlyteBike™**

FlyteBike™ was invented by Ms. Palmer in 2016. Palmer has FlyteBiked at offices around the country, and has had 10 successful test flights around the planet. The FlyteBike™ Crew has decades of innovative product development and manufacturing expertise, including Dr. Neil Paton, who had 20 patents in Aerospace alloys and helped build the US Space Shuttle. FlyteBike™ is Patent Pending and Trademarked. For more information, visit [www.FlyteBike.com](http://www.FlyteBike.com)