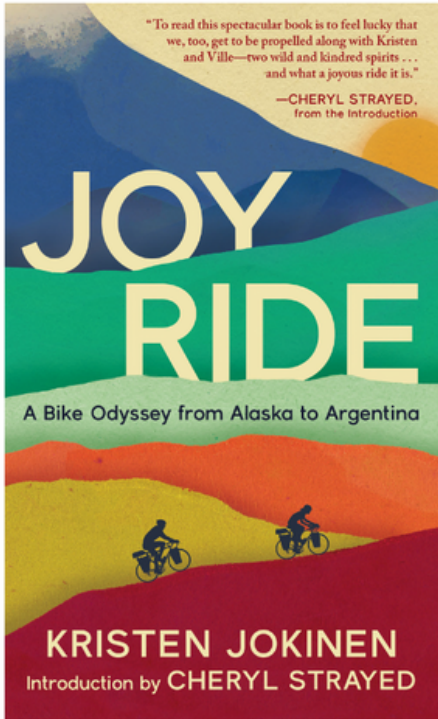




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Press Release



Joy Ride: A Bike Odyssey from Alaska to Argentina

Kristen Jokinen with an Introduction by Cheryl Strayed

Available May 2023
290 pp. + cover
5.5 × 9 in.

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Dengue, Dogs, & Bears: Couple Chronicles 18,000-Mile Bike Journey in New Book 'Joy Ride'

PORTLAND, OR. – Bear attacks near Canada, dog bites in Peru, dengue fever, and an 18,000-mile bike trip from Prudhoe Bay, Alaska, to Ushuaia, Argentina. These are some of the perils Kristen and Ville Jokinen faced along their two-year journey, all chronicled in Kristen's new book, *Joy Ride: A Bike Odyssey from Alaska to Argentina*.

While the couple encountered adversity, they also experienced incredible beauty and unimaginable kindness along the way. Kristen's *Joy Ride* is not only a story that inspires others to brave their own emotional or physical journeys, but one that demonstrates how—with patience, determination, friendship, and understanding—we can endure hardships and accomplish the seemingly impossible.

In her introduction to *Joy Ride*, author **Cheryl Strayed** said, "This spectacular book, what a joyous ride it is." Readers will ride along with the Jokinens on their incredible journey, experiencing the beauty and harshness of the road. *Joy Ride* is a must-read for anyone who dreams of embarking on their own adventure and finding the courage to pursue their goals.

Published by Portland, OR-based Hawthorne Books, *Joy Ride: A Bike Odyssey from Alaska to Argentina* is now available for purchase via all major online retailers.

Here's what others are saying about *Joy Ride*:

"If you are looking for inspiration to go on an epic, rollercoaster of an adventure, read this book."

—**TOMMY FORD**, U.S. Ski Team, 3-time Olympian, 9-time National Champion



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"*Joy Ride* is a celebration of the human spirit, an entertaining journey about the lengths we can and will go to live our lives fully, deeply, triumphantly."

—**AMANDA KNOX**, *Waiting to Be Heard: A Memoir*

"Fasten your seatbelts, you are in for a ride of a lifetime.."

—**LEE MONTGOMERY**, *The Things Between Us*

"[*Joy Ride*] might be the inspiration for you to drop everything and live the kind of life you've only dreamed of."

—**CHRISTOPHER ROBINSON**, *Deliver Us: A Novel*

"*Joy Ride* alone is an inspiring victory, but its authorship and publication by women make it even more inspirational. Their achievements defy stereotypes, empower aspiring writers, and underscores the importance of female voices. It serves as a poignant reminder to follow our dreams and break down barriers."

—**KRISTEN SIMENTAL**, *Founder of Five South Journal*

A media kit, including photos and videos, is available here

<https://tinyurl.com/joyridepresskit>. For interviews, podcast appearances, or media inquiries, please contact:

Rhonda Hughes

rhughes@hawthornebooks.com

Hawthorne Books, Portland, Oregon

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