

Morgan Parker goes on a journey with a mission, writes **Mark Hinchliffe**

“HOW many cars and houses do you need?” real estate investment banker Morgan Parker asked himself in 2009.

He decided he was wealthy enough, so he quit his job as president of US-listed real estate company Taubman Asia and became a full-time philanthropist, creating the non-profit organisation, Wheel2Wheel.

Now he is taking on actors Ewan McGregor and Charley Boorman with his own *Long Way Round*-style TV series, with the \$200,000 raised going to charity.

Parker recently finished a 25,000km charity solo ride on a BMW F 800 GS motorcycle through 10 countries to raise money for 10 Asian charities.

The adventure will be the subject of a 10-part TV series on Discovery or NatGeo channels early next year.

“What these charities really need is not money but awareness and hopefully these shows will raise awareness for their causes,” he says.

The charities include five environmental causes, three



Gearing up to ride for cause

CROSS COUNTRY: Adventurer and philanthropist Morgan Parker's project Wheel2Wheel will raise funds for charity.

for children's education, one for youth development and one for animal protection. They are in Hong Kong, China, Vietnam, Laos, Cambodia, Thailand, Malaysia, Indonesia, East Timor and Australia.

Parker says the TV series will be a mixture of *Getaway*

and *Top Gear*, with a short focus on the charities.

“The TV stations said no one wants to watch charity programs; it makes them depressed,” he says.

He is already working on his next Wheel2Wheel charity project in 2013 to raise awareness of waste

management in India. “They have one billion consumers and no plans for waste except land fill and incineration,” he says.

He plans to raise \$500,000 to give to an Indian university student for the best recycling idea.

He chose the F 800 GS for

his trip because of its light weight and off-road capabilities, but for the Indian expedition will switch to the heavier R 1200 GS used in McGregor and Boorman's *Long Way Down* adventure through Africa.

Visit: www.wheel2wheel.tv