

10 Charities, 10 Countries, 20,000 Kms, 100 Days... from Hong Kong to Australia

Wheel2Wheel embarks on philanthropy adventure



Look out on 1 March 2011 for the Australian flags to be flying high in Hong Kong as Morgan Parker and Simon Lock head off on a 100 day adventure travelling 20,000 kilometres through ten countries to Australia for charity.

Hong Kong based Parker is a well known Australian real estate executive who has lived in Asia for 14 years, while Lock, a part-time resident of Hong Kong, was the founder of Australian Fashion Week.

Riding for *Wheel2Wheel*, a non-profit foundation created by Mr Parker, these Australians will be tackling some of the world's most challenging terrain, dangerous territories and harsh climatic conditions through China, Vietnam, Laos, Cambodia, Thailand, Malaysia, Indonesia and Timor Leste to eventually finish in Brisbane/Sydney.

The aim of the adventure is to raise awareness for ten brilliant, yet relatively unknown grassroots charities throughout the region. *Wheel2Wheel* is working with National Geographic Channel to create television series similar in length and format to Ewan McGregor and Charley Boorman's '*The Long Way Round*'. It will combine adventure, self-discovery, philanthropy and entertainment in a never-seen-before way.

The humanitarian focuses of these grassroots charities include environmental causes, animal cruelty, poverty and access to education. 100% of the money raised by *Wheel2Wheel* will be passed directly to the ten selected charities.

"The idea of spending 100 days riding a motorbike through some of the world's most diverse landscapes is thrilling, but to be able



to introduce to the world these ten truly inspiring organisations means everything to me" said Mr Parker.

To prepare for the mental and physical challenge, the intrepid adventurers are on a comprehensive health and fitness regime, training for hours every day. They are also undertaking combat, orienteering, first aid, photography and mechanical education courses.

Apart from inspiring donations for the ten charities, this epic journey also presents a unique sponsorship and advertising opportunity. Companies can generate exposure through integration into the television series, event signage and extensive promotional rights — with significant exposure online driven by social media strategies.

"*Wheel2Wheel* is a unique opportunity for a brand marketer to bring together their philanthropic ambitions with an extensive

communications platform. It will touch many people's lives with its sense of adventure as well as showcasing the important charities involved" said Mr Lock.

Simeon Dawes, SVP Ad Sales for Fox One Stop Media, added: "Rarely does a sponsorship initiative such as *Wheel2Wheel* come along that provides such an integrated and seamless way for a brands to reach an audience in such a compelling manner."

Wheel2Wheel heralds a new era in social activism and networking, it will showcase natural wonders and human endeavour, bridge cultures, extend recognition to champions of charity and hopefully provide a lasting influence to motivate others.

You can follow the adventure online at www.wheel2wheel.tv, Facebook (www.facebook.com/Wheel2Wheel), Twitter (www.twitter.com/wheel2wheelteam) and You Tube (www.youtube.com/wheel2wheelchannel)

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