

## Easy rider Parker takes the high road

Take a look at the latest issue of *Style* magazine, a monthly publication of the *South China Morning Post*, and you will see a face that is familiar in the business community. It belongs to Morgan Parker, the former president of Taubman Asia, a unit of US real estate investment trust Taubman Centers.

Having stepped down from his post at Taubman Asia in October last year, it seems Parker has found the time to turn to



modelling, and may be seen wearing a stylish pair of jeans and T-shirt and riding a motorbike. But having patrolled Hong Kong's mean streets, the adventurous Australian now has bigger game in his sights and is teaming up with a group of friends to take a 20,000-kilometre bike ride through 10 countries between Hong Kong and Brisbane. The group includes another familiar face, that of IMG Fashion managing director Simon Lock.

The bikers have set up a non-profit organisation called Wheel2Wheel and hope to raise awareness and provide financial assistance to under-recognised charities throughout Australasia. Their adventure will begin on March 1 next year.



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