

28th February 2007

A pair of ambitious British mountain-bikers, Andrew Welch and Tom Allen of Ride Earth, are teaming up with long-time mountain-biking pioneer Hans Rey for the One Life Live exhibition at Olympia, London.

This weekend's exhibition, which aims to promote sustainable living and the means to do so, is playing host to Tom and Andy's imminent Ride Earth project, along with Hans Rey's charity Wheels4Life.

Ride Earth, due to begin in mid-2007, will attempt to circumnavigate the globe by mountain bike – predominantly off-road. The broad itinerary covers over 50 countries, through Western and Eastern Europe, the Middle East, the Indian subcontinent, North-east and South-east Asia, Australasia, South America, the USA, and Canada.

Ride Earth have teamed up with Hans Rey in order to act as ambassadors for the charity Wheels4Life. Andy and Tom will be exhibiting for the duration of the 3-day event this weekend, and Hans will be attending on the Saturday to represent his charity. Wheels4Life aims to donate bicycles to communities in the developing world in order to benefit their day-to-day living.

Ride Earth's beneficiary, The Wilderness Foundation, will also be represented at the exhibition. The Wilderness Foundation is a charity that aims to conserve and promote the responsible use of the world's last remaining wild areas, as well as running numerous wilderness training courses and educational projects.

To find out more, please contact Tom Allen (07793 597 567) or Andrew Welch (07792 014259), or visit the following websites.

www.ride-earth.org.uk

www.onelifelive.co.uk

www.wheels4life.org

www.wildernessfoundation.org.uk

Mid 2007, Tom Allen and myself Andrew Welch, will set off to attempt to circumnavigate the globe by bike predominantly off-road

Our broad itinerary covers over 50 countries, through Western and Eastern Europe, the Middle East, the Indian subcontinent, North-east and South-east Asia, Australasia, South America, the USA, and Canada.

Why are we doing this, you may ask? Ride Earth has developed over many years out of our individual desires to face up to the physical and mental challenge of undertaking a journey of great

duration and distance, to educate others as to how one can live a meaningful and sustainable life with a minimal ecological footprint, and our passion for mountain-biking and adventure. We will use the expedition as a fund-raising vehicle, supporting charities whose work aims to help create a sustainable and environmentally-stable future for the planet and the human race. The expedition will also aim to promote the bicycle as a means of transport and the environmental, health and lifestyle benefits of traveling by bicycle.

We will be publishing at least one full-length book based on the journey, in which we will aim to inspire efforts towards the slowing of climate change, and the importance of understanding our impact on nature and how we can change our lifestyles in response to this. We will also be filming and photographing extensively, making use of solar & kinetic energy for our power requirements, with a view to also producing a video documentary, a photographic travelogue, and extensive web publications. We are dedicated to the cause of our journey and to educating others in living more responsibly, and hope that you will see the value of such an association.

Our online notebook <http://biki.ride-earth.org.uk> has allowed us to document and develop our ideas and preparation for the trip. We intend to create a book of the online research resource and open the online research notebook to public use and contribution and further extend and develop the website and create Off-road trekking routes for the majority of the world available in GPS format / google earth in an online database.

By definition a press release is simply a statement prepared for distribution to the media. The purpose of a press release is to give journalists information that is useful, accurate and interesting. A good press release should answer all of the "W" questions (who, what, where, when and why) about your organisation or upcoming event. Be aware that local media may pick up your press release and run it in their publications verbatim or, more commonly, they will use your press release as a springboard for a larger feature story. In either case, try to write your story as you would like to have it reported. To do this you must write your story with the media in mind. In other words, write like a journalist.

- * Keep it concise.
- * Make each word count.
- * Avoid jargon.
- * Stick to the facts and avoid fluff.
- * Proof read your work properly - check your spelling and grammar.