



THE WORLD BY ROAD
Media Packet



Mission Statement

The World By Road is an independent media company embarking on an around the world expedition dedicated to showcasing the diversity of the people and cultures of the world. The intent of this adventurous journey is to generate and promote awareness challenging traditional beliefs of our global community via the road less traveled.

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Value Statement

From the beginning of time, exploration and curiosity of the unknown has been an integral factor in the progress and success of cultures and societies around the world. From the nomadic ritual of a "Walkabout" in aboriginal Australia to the "Bejalai," which is the embodiment of the spirit of adventure and the active search of new experiences held sacred by the Iban pioneers in Malaysia, these rights of passage have not only broadened these society's horizons, but in many cases have also served to prolong and ensure their existence. Today, these values have lost much of their meaning and importance in our increasingly modernized society and in the United States in particular. Although the United States exerts its influence on much of the world, it is estimated that about 80 percent of the population does not even hold a passport and less than half of those who do hold a passport actually leave the country in a given year. Individuals who never experience other cultures first hand are forced to develop their world view based on little more than TV news. This is a problem.

Departure Date:

February 2007

Estimated Duration:

1 ½ to 2 years

Mode of Transport:

4WD x 2

Estimated Forward Mileage:

70,918 (114,131km)

Itinerary:

90+ countries, six continents, two hemispheres

We believe that travel has a moral dimension that challenges us, tests us and forces us to think about our lives in different ways. Travel offers a unique, individualized opportunity to witness up close the complexities, struggles and joys of other cultures and countries and allows us to develop a more educated, unfiltered view of those with whom we share the world. Travel and exploration have been the cornerstones of many civilizations in history, and it is essential to renew this value in our culture today. We cannot expect this journey to change the world, but in the end, if we can increase interest in adventure and exploration and inspire others, not only in the United States but in the countries we visit, to develop a greater understanding of the world; then we have achieved our goal.

Purpose and Goal

The idea behind the expedition is to present the world from a perspective that other people can more easily relate to. In addition to exciting activities, we will be interacting with humanitarian, environmental and other aid organizations throughout our travels and exposing the efforts of these organizations from a ground level perspective. It is with an increased knowledge and a better understanding that people can address the problems of the world they share. Ultimately, we hope to inspire more people to get out there and explore on their own.

Core Values and Objectives

- Successfully finish a one-of-a-kind journey around the globe
- Provide unparalleled, objective media content from a ground level view
- Gain and spread a better understanding of local cultures and philosophies
- Travel and live as closely to the local standards and customs as possible
- Highlight and participate in the efforts of as many aid organizations and activities as possible without compromising the progress of the expedition
- Participate in as many adventure based activities as possible and invite leaders in those disciplines to join us
- Remain flexible in terms of countries visited and the duration of stay allowing for the local people and geography to help mold the trip, instead of a preconceived concrete plan.



COUNTRY LIST

ALGERIA
ARGENTINA
ARMENIA
AUSTRALIA
AZERBAIJAN
BANGLADESH
BELGIUM
BELIZE
BOLIVIA
BOTSWANA
BRAZIL
BULGARIA
CAMBODIA
CANADA
CHILE
CHINA
COLOMBIA
COSTA RICA
CROATIA
EGYPT
EL SALVADOR
ESTONIA
ETHIOPIA
FINLAND
FRANCE
FRENCH GUIANA
GEORGIA
GERMANY
GREECE
GUATEMALA
GUYANA
HONDURAS
HUNGARY
INDIA
INDONESIA
ISRAEL
ITALY
JORDAN
KAZAKHSTAN
KENYA
KYRGYZSTAN
LAOS
LATVIA
LEBANON
LESOTHO
LIBYA
LITHUANIA
MACEDONIA
MADAGASCAR
MALAYSIA
MEXICO
MOLDOVA
MONGOLIA
MOROCCO
MOZAMBIQUE
NAMIBIA
NEPAL
NETHERLANDS
NEW ZEALAND
NICARAGUA
PANAMA
PARAGUAY
PERU
POLAND
PORTUGAL
ROMANIA
RUSSIA
SINGAPORE
SLOVAKIA
SLOVENIA
SOUTH AFRICA
SPAIN
SRI LANKA
SUDAN
SURINAME
SWAZILAND
SWITZERLAND
SYRIA
TAJIKISTAN
TANZANIA
THAILAND
TUNISIA
TURKEY
TURKMENISTAN
UKRAINE
UNITED KINGDOM
UNITED STATES
URUGUAY
UZBEKISTAN
VENEZUELA
VIETNAM
ZIMBABWE

- Maintain safety as a priority and fully investigate the risks and hazards associated with activities and destinations prior to and during the course of our travels
- Have fun and inject humor and entertainment into trip content when appropriate to keep our content fresh and exciting



Who We Are

The idea of The World by Road expedition was developed by Steve Shoppman and Steve Bouey after discussing the nature of travel and our desire to find out more about the world we live in. We concluded that the only way to really see the world and to experience all of its diversity was to travel by car, without the constraints of timetables and being limited by the availability of public and mass transportation.

The expedition has evolved from an interest in exploring some of the places we have never traveled into a full-blown, worldwide adventure. We believe the contemporary culture we live and work in, a culture that permeates throughout the world through globalization, is an exceptionally small part of the world.

As The World by Road has grown into what it is today, we have already made an impact with many of our viewers. Often we receive emails about how our endeavor has inspired someone to start their own adventure. The more we can help to inspire more people to get out there and participate in what the world has to offer, the more we are truly achieving our goal.



Expedition Leaders



I am a 28 year old native to Colorado, USA and I grew up road tripping in the US with my father and traveling to various other spots in the Caribbean and Mexico. I have spent a good portion of the last 10 years traveling around the globe as much as possible. From Africa to New Zealand to South America I have tried to travel as many places as possible, but I just want more.

I have had the opportunity to navigate a few different parts of the world by car. This is what spawned the idea for a trip through central Asia about a year ago. I realized that the one person who had the same interest and was crazy enough to join me was my roommate Steve Bouey. He did not hesitate to get on board and between the two of us we have managed to bring the original idea to what it is today.

I work as a freelance multimedia designer and consultant, which gives me a flexible schedule to be able to pursue other adventures like canyoneering and skiing. Many of my clients have been outdoor gear companies and retailers, so my relationship to the outdoor and adventure sports industry has been a big part of my career. I have received my

Canyon Guide Certifications from the American Canyoneering Association, my Wilderness First Responder Certificate from Wilderness Medicine Associates, and have been involved in many other outdoor organizations over the years. If I am not behind my laptop I am probably kayaking, wakeboarding, or getting involved in whatever activity my mom tells me I shouldn't do.

I love adventure and the diversity of world culture has always fascinated me. I am truly excited to be a part of this journey and look forward to the opportunity to share my experiences and inspire the spirit of adventure in others.



I am 29 years old and although born and raised in Oakland California, I consider Colorado my home. I am a graduate of the University of Colorado Boulder with a degree in Political Science and a graduate degree in Public Administration. I have since worked in the public sector and have gained hands-on experience in how governments and people interact and have been fortunate enough to make recommendations on a state-wide basis on how to improve those relationships.

I was drawn to Colorado by its natural beauty and the wealth of outdoor activities available right outside the front door. I have always been fascinated by the outdoors and what our world has to offer. As an Eagle Scout, I have spent hundreds of days and nights hiking, camping and enjoying our natural surroundings. These activities continue to be a driving factor in my life including skiing, for which I am also a volunteer instructor at the National Sports Center for the Disabled in Winter Park, Colorado. A desire to push myself physically and mentally has also led me to be a competitive triathlete and subsequently, a 5-time Ironman finisher, having competed both nationally and internationally.

Through my travels over the years, and most recently spending an extended period of time in New Zealand and Australia, I have been exposed to different cultures, political systems and environments. However, I have found these experiences to be a double-edged sword: I feel enriched by these experiences but at the same time, I always find myself left with increased curiosity about what else lies beyond the horizon. Through this journey, I hope to not only satisfy my own curiosity about what the world holds, but to also enrich and motivate others by sharing these experiences.

Focus on Social and Environmental Issues

As The World by Road Expedition circles the globe, we will be striving to develop a true perspective of the world in which we live. In order to achieve this goal, we will be interacting with humanitarian, environmental and other aid organizations throughout our travels and exposing the efforts of these organizations from a ground level prospective. These aid organizations deal with a wide range of issues from AIDS and the aftermath of Agent Orange to wildlife and rainforest preservation. Some of the organizations that we are arranging interaction with include:

- USAID
- Tsunami Volunteer Center – Khao Lak Thailand
- Ugunja Community Resource Center - Kenya
- Doctors Without Borders
- Save the Children
- Thanh Xuan Peace Village - Hanoi, Vietnam
- Icelandic International Development Agency
- Surfrider Foundation
- AusAID
- Frog Watch

Focus on Adventure



The members of The World by Road Expedition are experienced travelers with a wide range of qualifications. What makes us unique and separates us from other “around-the-world” trips is our background which spans from canyoneering certifications, to vast experience and knowledge in the disciplines of climbing, diving, kayaking, outdoor survival, orienteering, and skiing. We are extremely active individuals who enjoy testing our physical limits. The opportunities to experience adventure around the world are limited only by one’s imagination and courage, and we will strive to showcase the beauty of our natural surroundings by participating in as many of these activities as possible. While climbing in the high peaks of the Himalayas and Andes ranges, trekking in some of the world’s most untouched rainforests, and diving the depths

of some of the most spectacular underwater realms, we will deliver breathtaking footage and stories that will keep the audience on the edge of their seats.

Media Exposure

The main mechanism by which we hope to increase awareness and interest in the people, cultures and countries of the world is through interaction with various media outlets. In the end we will strive to create unparalleled multimedia content and share it through as many avenues as possible. This includes documenting all of our experiences; the good ones, bad ones, the humorous ones and the somber ones.

Documentary

Over the course of the trip we will be publishing edited, narrated video clips that will be available on a regular basis through the website. The end result will be a feature length documentary of the entire trip. As we approach the departure date we will have a solidly scripted agenda as to the focus of the documentary. We will be working with organizations and people around the world to create a compelling storyline.



Book

We plan on publishing an entertaining and educational book chronicling our adventures and experiences. The aim is to share and highlight our travels in parts of the world that other people may not be familiar with and more importantly, inspire others to go out and explore it.

Magazines/Journals/Newspapers

Through print media we will showcase the various aspects of the world and the people who live in it through a variety of articles published in travel, adventure and world interest magazines. These articles range from our observations of the social environment we experience, suggestions for places to travel and explore, and the various adventure activities we will be participating in. Additionally we will be reviewing the products that have contributed to the success of the expedition in trade and association publications and journals. Finally, we aim to generate and sustain interest in the expedition through regular contact with newspapers and media organizations here in the United States and in the countries we visit.

Television/Radio

In addition to spots in local television networks including the Altitude Network and local network news affiliates, we have finalized agreements with national outlets such as DivX Stage 6 and Mania TV. We have also appeared on news outlets in nearly every country we have traveled through so far. Our appearances on ABC National Radio in Australia, Indonesia This Morning (Similar to Good Morning America), and more help us to get our sponsors exposure in the millions along with more awareness of our project in general.

Expedition Interactivity

Continuously Updated Website

- **Weblog/Live Journal**

- + Our journal is updated daily with trip updates and stories about our adventures.
- + Photos and video segments updated weekly to keep the follow the journey.
- + Users can leave comments on journal entries to ask questions or just have the opportunity to have a voice.



+

- **Fully Searchable Video and Photo Galleries**

- + Users can search old and new video clips to easily get caught up on trip happenings or simply find content for the country or place they are interested in. Further, this makes the site a great place for information on the world, not just a place to follow the journey.
- + We also have arrangements in place to feature our videos on Google Video, Mania TV, DivX Stage 6, all DivX enabled DVD players worldwide, and the YouTube homepage. This guarantees exposure to tens of millions of viewers.

Join the trip

A form on the site is available for requests to join us. Obviously we cannot bring everyone; however, if someone can bring something unique to the trip (i.e. knowledge of a region, translation, historical knowledge, adventure sports expertise, aid organization volunteer experience, etc.) and enhance our content, we will consider inviting them to join us on a segment of the trip. Many people have already joined the trip which has truly given some unique perspectives on the world and added a more dynamic nature to our content.

Education Program

As part of the mission of the World by Road expedition, we are also seeking to increase the knowledge, experience, and understanding of other countries and cultures in America's youth. We are working in cooperation with educational partners in the Denver Public School System to develop an educational website that will provide lesson plans connected to the people, culture and geography of the countries we visit. The combination of age appropriate multimedia content from our expedition and the educational curriculum will help to increase critical thinking and discussion of world issues in classrooms. We are also working to develop a relationship with these students, who can follow us around the world and learn about the countries we visit in a real-time environment.

Additionally, are in the process of arranging partnerships to provide documentary shorts and educational material to several educational organizations that develop curriculums and provide lesson plans targeted at K-12 students across the country. These lesson plans are targeted at social studies programs and are aimed at promoting international education and cultural understanding.

Regular Trip Promotions/Post Trip Lectures and Events

- **On site promotions**

- + As we progress through the trip, especially in Europe, we will be setting up at festivals, meeting people and sharing our experiences first hand.
- + This helps to keep the trip on a more realistic level. We actually go places in person, not simply produce content for people to view electronically.

- **After trip appearances**

- + We will be appearing at college campuses giving lectures and slideshows about the trip and world diversity.
- + Appearances at sponsor designated events.

The TWBR difference:

1) We have multiple streams of constantly updated content available 24hours a day. It is available on-demand so it increases the amount of time users are exposed to sponsored content.

2) Our content is interactive so we are able to engage interest and feedback, which allows us to keep the adventure from becoming our own trip to simply satisfy our own desires and curiosities.

Contact Info

Website: <http://www.theworldbyroad.com>

Steve Shoppman

email: steve@theworldbyroad.com

Steve Bouey

email: steveb@theworldbyroad.com

Ben Davis

Public Relations Coordinator
303.522.6790

email: ben@theworldbyroad.com

2855 Ivy Street
Denver, CO 80207
USA