



Tire Tracks African Expedition Launch

INTERNATIONAL NEWS RELEASE

FOR IMMEDIATE RELEASE

Tire Tracks Team in Full Preparation for its 2-year 50,000-mile, Overland African Expedition

The Tire Tracks Dutch and American Expedition team will explore 35 African countries during this 2-year challenge while sharing their experience with the global community through stories and a powerful learning tool

ROTTERDAM, THE NETHERLANDS (April 15, 2004) — In early 2005, the American-Dutch Tire Tracks Expedition team begins their two-year, 50,000 mile overland expedition through 35 African countries. During the 104 weeks of rugged African adventure, the Tire Tracks team will not only test the limits of their 4WD, but also make their knowledge and experiences available to adults and children around the world through their adventure stories, and photos as well as their global, interactive educational program.

By sharing their expedition in a unique way, the Tire Tracks team enables others to learn from their experiences, whilst, simultaneously, providing a fresh and unique perspective on issues affecting the African continent. In this way, the Tire Tracks expedition will help people better understand current, global issues affecting them and the world around them, and, in essence, make the 'Dark Continent' a little less dark.

Throughout 2004, the team will be making extensive modifications to their 4WD vehicle to prepare it for its first rugged off-road test run in fall 2004. The team will also work in alliance with selected Centerville (Ohio) and Netherlands pilot school's Curriculum Developers and Teachers to finalize the interactive, K-12 educational program which will be available for teachers around the globe in early 2005.

-more-

EXPEDITION TEAM

Patrick Wenckebach (*Netherlands*)- *Expedition Leader*

Patrick was born and raised in the Netherlands. Living in a country where a two hour drive brings you to its borders made traveling a natural part of his life. By the time he finished his Master's degree in Quantum Physics and studied Econometrics, Europe held no secrets anymore, so it became time to discover South America, Australia and Asia. Patrick has been a Marketing Strategy Consultant for blue chip companies for the last seven years. He is a well-respected speaker and published writer in the consumer goods industry. Even though he managed to devote several months a year to travel, eventually the lure of exploring foreign countries and cultures became too strong, and Patrick started a new career by founding Living Footsteps. Apart from traveling, Patrick also has a passion for outdoor activities, cooking, photography and writing. Patrick speaks five languages and is still working on making this a longer list. In the years of traveling abroad (both as business traveler and backpacker) he has visited over 40 countries. His biggest fear is that at some point in his life, he may run out of new countries to visit.

Corinne Overman (*USA*) - *Education Director*

Since the days when her mother couldn't leave her alone for a second before she was up to something, Centerville, Ohio-born Corinne always possessed the spirit of adventure, and the desire to help others understand that the world isn't full oddities, but understandable differences. First venturing off to Indiana, Corinne earned her university degree in Accounting from the Kelley School of Business, before moving onto San Francisco, and then later to Holland where she dedicated her career to helping global companies improve their internal operations. During those seven years, Corinne was also lucky enough to have her business endeavors and personal travels allow her to explore a spectrum of different cultures, and regions in over 25 countries in North & South America, Europe, Asia and Australia. Now faced with the challenge of making her passion a reality, Corinne chose to use her business skills, love of travel and sense of adventure to not only continue to explore the world around her, but also to dedicate her life to helping others understand the hope and beauty of the people and the world around us.

-more-

HOW the PUBLIC CAN FOLLOW the TIRE TRACKS EXPEDITION:

The public is invited to follow the Tire Tracks African expedition through the Tire Tracks Expedition website. For information, go to www.tiretracks.org.

EXPEDITION and COMPANY INFORMATION

The **Tire Tracks** expedition is an initiative of **Living Footsteps**, an organization that aims to “make the world a smaller place”, by creating a deeper understanding of countries and cultures around the globe. By setting up projects that research and explore regions in the world in a unique way, we and those following us, develop a true understanding of the regions we cover. The combination of a unique travel experience and deep understanding of the countries we visit, allows us to not just explain countries and cultures, but do so in a vivid and relevant way. We focus our business on four forms of knowledge transfer: sharing through media, sharing through education, sharing through advice, and sharing through experience.

Further details about Living Footsteps is at www.livingfootsteps.com.

NOTE TO MEDIA:

Map and route plan of the expedition as well as the Tire Tracks brochure, are available at www.tiretracks.org.

Reports, and photos of the Tire Tracks vehicle preparations will be available at www.tiretracks.org in fall 2004, and expedition reports and photos will be available in early 2005. Upon request, expedition-related articles will also be available. Arrangements for interviews, as well as requests for articles or high resolution photo material, should be addressed to the Media Contact.

MEDIA CONTACT:

Corinne Overman
Hondiusstraat 50-B
3021NM Rotterdam
The Netherlands
Phone/Netherlands: +31.10.276.3784
Efax/USA: +707.516.0367
Email: info@tiretracks.org Website: www.tiretracks.org

###