



Tire Tracks African Expedition Website Launch

INTERNATIONAL NEWS RELEASE

FOR IMMEDIATE RELEASE

Official Website Launch: New Web Resource Combines Tire Tracks 2-year African Expedition with Global Interactive Education Program

The Tire Tracks African Expedition website is now available for adults and children to explore the African continent and learn with their global interactive education program

ROTTERDAM, THE NETHERLANDS (April 21, 2004) — The 2005 Tire Tracks Expedition today announced the official launch of its expedition website, www.tiretracks.org, which gives the global public access to extensive information about the upcoming two-year, overland African expedition and globally delivered interactive education program. By combining the two-year, 35 country African expedition with their interactive education program, the Tire Tracks team will enable others to learn from their experiences, provide a fresh and unique perspective on issues affecting the African continent, and help people better understand current, global issues affecting them and the world around them.

The Tire Tracks expedition is a two-year, 50,000 mile overland expedition from Casablanca to Cape Town to Cairo, to explore, understand and explain Africa, its natural and cultural treasures, and all of its inhabitants. The knowledge, insight and experience gained from this large-scale experience-based research study of Africa is shared through the public media and their global, interactive educational program.

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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.

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