

CHALLENGE 30000

&

TOUR DE WALES



CONFIDENTIAL

This document is strictly confidential and should not be discussed without the decision makers in your business. It is vitally important for the media impact of this project that it is not leaked to the press.



CARBON

3,000 trees planted

COMMUNITY

30 communities engaged

CYCLING

3,000 miles covered

TOGETHER, WE CAN

We are at the tipping point for irreversible Climate Change.

There is no better time than now to act, and create a legacy together. Our actions are dramatically impacting the world we live within, and something needs to change. Fast.

Yet, we cannot do this alone. Challenge 3000 brings together communities, colleges, partners and the environment.

Together, we can learn, grown, heal and plant for the future.





THE CYCLE

In 2023, starting in Cardiff, we'll cycle around the coastline of GB, pausing to hike a few of the 3 Peaks with some new friends.

In 30 different locations, we will stop to help plant 100 trees with the local community. Words of change need action, and these trees will link the communities and sponsors to the common goal of leaving the world a little bit better than the way we found it.



Oh, and we'll be cycling on bamboo bikes too!

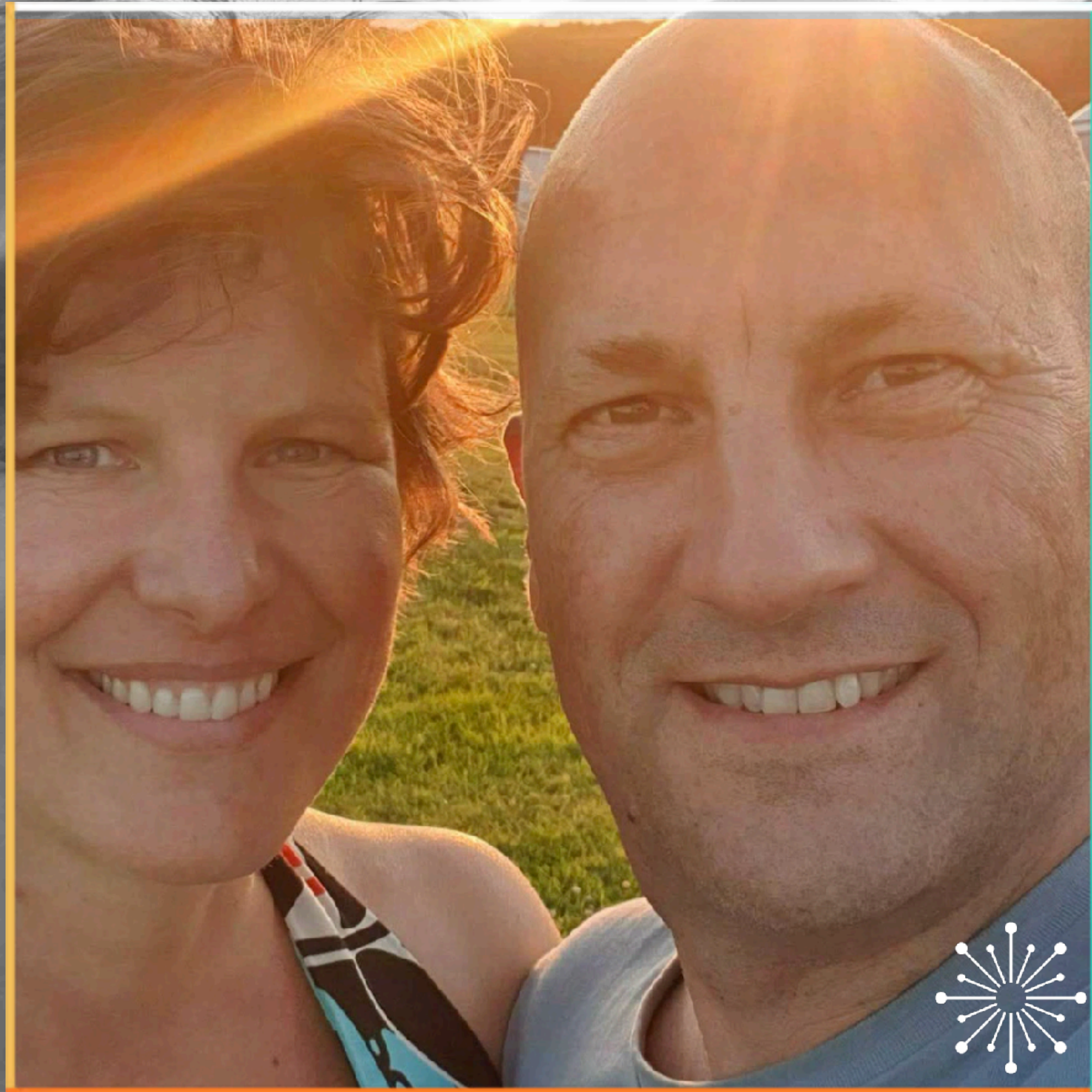
TOUR DE WALES

On 13 July 2022, we'll head off around the circumference of Wales, starting and finishing in Cardiff.



This c600 mile ride is a great way for us to keep talking about our Challenge 3000, amazing training for us both as well as a platform for us to raise money for a local charity, Big Moose.





WHO ARE KATE & KIEREN?

Kate is a nomad at heart, having travelled for most of her life and lived in numerous countries. Her first degree back in 2001 was Environmental Engineering, but it took her almost 15 years to return to her passion of supporting purpose-led companies and removing the glass ceiling off people's potential. Applying a 'can-do' attitude, she's earned 3 World Records in cycling, was 2014 World Triathlon Champion and in her free time(!) volunteers for local charities.

Kieren settled down early, having three children and staying close to his birth-town. He has had a diverse career, co-founding an events company and even served the Queen Mother. After his divorce, and redundancy, he established himself as a consultant in professional services and actively supports his youngest son with the challenges faced by neurodiversity.

MEDIA & PR VISIBILITY

- Internationally released **documentary**
- Challenge 3000 **book**
- Publishing **research** on best practices for sustainable business & living, as well as physical performance
- Regional & national **TV & radio** coverage
- Host of Strong Voice **podcast**
- **Guest speakers** on multiple shows & stations
- Projected reach in **10s of millions**



CASE STUDIES

INTEGRAL ENGINEERING DESIGN:

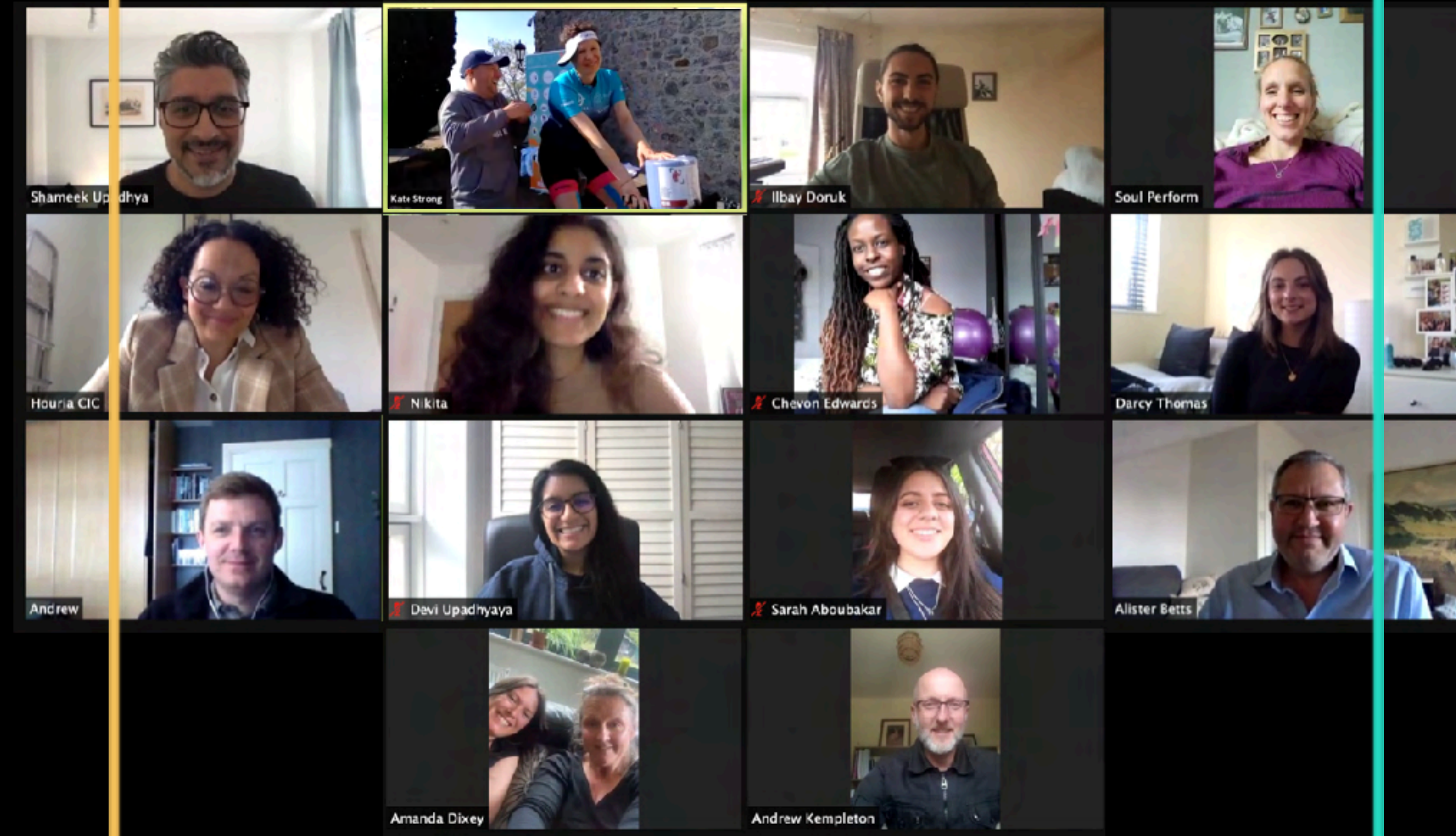
During a static cycle world record attempt, we arranged the team and key clients to join Kate.

"It **brought our team together** through some challenging times and Kate's energy, tenacity and positivity **made interesting and diverting content** for our clients to read about along with our shared ethical perspective. Kate was an inspiration."

OMVITS:

Omvits founders were featured on Strong Voice podcast & we co-hosted regular online events on their social media platforms. Over 3 months of content was produced and thousands of new & relevant potential clients were exposed to the Omvits brand.

"Kate was **extremely organised and thoughtful** when it came to coordinating our involvement in the event and our **joint social media campaign**. As sponsors **we felt part of the team**, not just a source of funds."



JOIN US ON THIS GAME-CHANGING CHALLENGE

Contact Kate to discuss how you can
partner with us:

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