



13,000 MILES & 24 COUNTRIES: GOODWOOD TO GOOD HOPE

Six young adventurers get set to participate in the road trip of a lifetime as they drive from the U.K. to South Africa during the summer of 2012.

Detroit, June 23, 2012: A group of six young adventurers from Detroit, Washington D.C., Virginia, and the U.K. are setting off on the trip of a lifetime as they drive a pair of Subaru Foresters—which have been altered to look like a pair of sneakers—over 20,000km from Goodwood, England to Cape Town, South Africa. *Shoebaru*, as the project is called, will be a test of wits and endurance as the group travels through two dozen countries on their way south—avoiding war zones, bandits, hazardous wildlife, and some of the worst driving conditions the planet has to offer.

The purpose of the journey is to raise funds and awareness for two charity projects taking place along the proposed route: *Awassa Children's Project*—an educational and training center for children orphaned by the AIDs epidemic in Southern Ethiopia, and *charity: water*—one of the world's leading philanthropic institutions, which aims to provide clean, safe drinking water to those in need around the world. To facilitate fundraising, *Shoebaru* is enrolling corporate sponsors and securing donations for each of the registered non-profits involved.

Shoebaru is partnering with various organizations to facilitate meeting and interacting with local peoples along their journey:

- [World Clothes Line](#): a one-for-one Michigan-based clothing company owned by team member Mallory Brown, WCL will be providing articles of clothing to pass out to children along the way.
- [Paper Feet](#): an innovative Michigan-based company that creates footwear out of recycled billboard vinyl will be donating product so that the team can offer shoes to those in need en route.
- [InterNations](#): the world's largest online ex-pat community will be teaming up with *Shoebaru* to organize events along the way.

- [ActionAid International](#): an International NGO based in South Africa that is dedicated to fighting global poverty will be partnering with *Shoobaru* to organize visits at project sites in several countries. The team will also be donating both vehicles to the organization upon reaching Cape Town.
- [Rotary International \(District 6380, West Bloomfield Club\)](#): the world's oldest International service organization will play a part in facilitating clothing drops and local visits throughout the trip through the participation of individual Rotary clubs along the route.

The team is providing updates via their web site, [Twitter feed](#), and photo/video uploads while on the road. The drive commences on July 14th, 2012 and is expected to take approximately three months to complete.

For more information, visit www.shoobaru.com.

THE SHOEBARU TEAM

- *Scott Brills, 29, lives in Farmington Hills, MI., and is the owner of [mSeven Media, Inc.](#), a web development and design services firm.*
- *Mallory Brown, 25, also lives in Farmington Hills, MI., and is the owner of [World Clothes Lines](#), a one-for-one apparel company.*
- *Joe Pyrek, 29, lives in Richmond, VA., and is a financial analyst.*
- *Emily Olson, 30, lives in Washington D.C., and is a mergers & acquisitions attorney.*
- *BKK, is originally from the western U.S., but now lives in Asia, and works in imports and exports.*
- *Ann-Louise Lowson, 28, lives in Southampton, U.K., and is a pediatric surgeon.*

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