



8 Years
75,000 km
6 Continents
50+ Countries
8 Seas
6 Deserts
7 Mountain Ranges
One Continuous Ride

The Cycle Strongman Expedition - Promotional Synopsis - DRAFT

The Cycle Strongman Expedition (CSX) is a unique and bold undertaking. Having commenced in early 2009, the CSX is a monumental attempt to cycle across the six inhabited continents in an effort to inspire. From the remote Australian outback and epic Himalayan peaks, to the central American jungles and the frozen Arctic tundra, such a bold, daring and timeless adventure is the true essence of the ultimate journey of discovery.

At its core, this extraordinary journey is focused on a single man's journey exploring human capabilities, cultures and landscapes. As is true with all great adventures, it is also about explore the limits of human endurance, defying the status quo, delving into foreign cultures, challenging perceptions; making connections; traversing some of the most remote and hospitable environments on the planet, learning – and discovering a wealth of human experiences. Chris calls it *“an epic socially and environmentally responsible trans-migration around the globe on a bicycle”*.

The CSX is by no means a race or an attempt to achieve a world 'first', but is an extraordinary adventure around the world on a bicycle – possibly one of the most comprehensive land based circumnavigations of the planet. With every continent explored, every coastline chartered and every river mapped, the CSX is truly one of the last great adventures.

The CSX is also about making connections with those around the world, living within these cultures – and giving back. To this end the expedition has partnered with Oxfam Australia in an effort to raise \$100,000 (\$1 for every kilometer travelled) to help support Oxfam's work around the globe.

The entire journey will continue to be documented on the CSX website highlighting the challenges, triumphs, landscapes and cultures encountered along the way (www.cyclestrongman.com). Filming for a future documentary has already began, regular expedition updates, blogs and photographs are posted throughout the journey and “broadcast” through a direct RSS feed. It is hoped that through sharing this unique endeavour others will also be inspired to heed the 'call to adventure'.

For further information on the CSX please contact Chris Roach (Expedition founder) by email cyclestrongman@gmail.com www.cyclestrongman.com