

FOR IMMEDIATE RELEASE

Press Contacts: Emilie Foss: (801) 548-6158, Abigail Adams: (801) 604-6423 or Michael Dunn (801) 273-7171
E-mail: slc2torino@dunn-comm.com
Web: slc2torino.com



Dunn
Communications, Inc.

SALT LAKE CITY SENDS GLOBAL MESSAGE OF PEACE, YOUTH AND ENVIRONMENT TO THE WORLD BY BIKE AND BOAT.

Salt Lake City Mayor Rocky Anderson's message to cross two continents and an ocean in a 6,000-mile, non-fossil fuel journey to Mayor Sergio Chiamparino of Torino, Italy

THE MESSAGE

In 1997, a tradition was started. *Peace, Youth and the Environment*, a message of hope, was sent to Nagano, Japan from Lillehammer, Norway. The message challenged international cities to be conscious of the responsibilities that exists before, during and after the world is at their door. A key element to the spirit of this message is that it has always been delivered by non-fossil fuel methods. In 2001, the Mayor of Nagano delivered Japan's message to Mayor Anderson and the city of Salt Lake City. Now, that tradition continues.



THE MISSION

Salt Lake City will continue the tradition of this important message and carry a new message of *Peace, Youth and the Environment* from the Mayor of Salt Lake City to the Mayor of Torino, Italy during the summer of 2005. Not only will this message be conveyed to Torino, but its spirit will be shared along the way as Salt Lake City's team bikes across the US, sends the message across the Atlantic by

sailboat, and hikes and bikes across Belgium, France and finally to Italy where the message will be delivered to Mayor Sergio Chiamparino.

THE JOURNEY

Along the 6,000 mile route, the volunteer team will convey the spirit of the message, stopping at local schools, tracking their progress online and interacting with classrooms submitting questions and participating in local events with kids, local governments, and the press. A video diary will also be created and professionally produced after the trip to be document the historic journey. The video will be aired following the trip.

THE SPIRIT OF THE MESSAGE



- **Peace-** Salt Lake prided itself on its hospitality and kindness in opening its arms to the world in 2002. This message will serve as a reminder to other cities that we are all connected as an international community and the ideals we hold as smaller, tight-knit communities apply to all cities, states and countries.
- **Youth-** Kids will be involved in the message by helping to plan and host message-related activities at their schools and communities and by tracking the riders online as they send e-mails, read trip updates, and learn about other experiences in towns along the route.
- **Environment-** The message will be carried exclusively by non-fossil fuel methods (biking, hiking, sailboat, rowboat) to promote the idea that alternative methods of transportation are still important and viable.

This message is particularly significant as it will be shared with youth and civic groups across the U.S. and Europe. Because youth are the future leaders and decision makers, they hold great power in affecting change for generations to come. A key element of this project is the contact the bike teams will have with elementary age kids. The city is contacting schools and classes of 5th and 6th graders in particular to set up a special activity or assembly on the day the bike teams come through their town. For example, a school group in a town along the route might work with their Mayor to designate the day the Salt Lake City bike team comes through their town as “Bike Day.” And they will be encouraging residents to bike to school and work that day. Other cities will likely sponsor highway cleanups or promote recycling measures. Similar events reflecting the spirit of the message, but localized for individual communities and their specific needs, will be held nearly every day of the estimated 38-day U.S.A. leg.

Peace, Youth and Environment will be a powerful learning tool and a call to civic action. Besides simply involving school kids, there will be educational elements for the kids as the message treks to Italy. A website (www.slc2torino.com) has been established where the message can be tracked. Daily maps, photos and even a rider’s journal will be posted so that kids and adults alike can follow the message on its historic journey from Salt Lake City to Torino, Italy. There will be opportunities to email questions to the team about geography, culture, or whatever subject a class might be studying at the time. Handouts will give the background history and accomplishments of great leaders in history who have upheld the ideals of the message that the city is championing.

#####

**Peace Youth and Environment:
Salt Lake City to Torino**

U.S. Leg*

Trek Day	Tentative Date	State(s)	Cities	Miles
1	April 4, 2005	UT	Salt Lake City to Nephi	85
2	April 5, 2005	UT	Nephi to Salina	55
3	April 6, 2005	UT	Salina to Torrey	70
4	April 7, 2005	UT	Torrey to Lake Powell	87
5	April 8, 2005	UT	Lake Powell to Blanding	87
6	April 9, 2005	UT/CO	Blanding to Cortez	81
7	April 10, 2005	CO	Cortez to Durango	45
8	April 11, 2005	CO	Rest day	0
9	April 12, 2005	CO	Durango to Pagosa Springs	60
10	April 13, 2005	CO	Pagosa Springs to Alamosa	90
11	April 14, 2005	CO	Rest day	0
12	April 15, 2005	CO	Alamosa to Walsenburg	72
13	April 16, 2005	CO	Walsenburg to La Junta	74
14	April 17, 2005	CO	La Junta to Lamar	56
15	April 18, 2005	CO/KS	Lamar to Garden City	100
16	April 19, 2005	KS	Garden City to Dodge City	52
17	April 20, 2005	KS	Dodge City to Pratt	76
18	April 21, 2005	KS	Pratt to Wichita	78
19	April 22, 2005	KS	Rest day	0
20	April 23, 2005	KS	Wichita to Yates Center	94
21	April 24, 2005	KS/MO	Yates Center to El Dorado Springs	98
22	April 25, 2005	MO	El Dorado Springs to Camdenton	78
23	April 26, 2005	MO	Camdenton to Hermann	131
24	April 27, 2005	MO	Herrman to St. Peters	64
25	April 28, 2005	MO/IL	St. Peters to Greenville	75
26	April 29, 2005	IL	Greenville to Marshall	107
27	April 30, 2005	IL/IN	Marshall to Plainfield	82
28	May 1, 2005	IN	Rest day	0
29	May 2, 2005	IN	Plainfield to Richmond	94
30	May 3, 2005	IN/OH	Richmond to London	81
31	May 4, 2005	OH	Richmond to Athens	100
32	May 5, 2005	OH/WV	Athens to West Union	85
33	May 6, 2005	WV	West Union to Grafton	47
34	May 7, 2005	WV	Grafton to Gormanian	46
35	May 8, 2005	WV	Rest Day	0
36	May 9, 2005	WV/MD	Gormanian to Cumberland	49
37	May 10, 2005	MD/PA	Cumberland to Waynesboro	83
38	May 11, 2005	PA	Waynesboro to Hanover	40
39	May 12, 2005	PA	Hanover to Reading	78
40	May 13, 2005	PA/NJ	Reading to Raritan	90
41	May 14, 2005	NJ/NY	Raritan to New York City	45
42-48	May 15 – 21, 2005	Cushion days		

* Daily estimates. Cities and mileage are subject to change due to unexpected weather and/or mechanical conditions. Please check www.slctorino.com for schedule updates.

