



From Perth to Perth



THE WORLD'S LONGEST FOOD JOURNEY

In September 2017 Ben Bullock will embark on his journey to ride a Hunter Motorcycle solo across the world. The journey will begin in Perth, Western Australia, with Ben travelling for approximately nine months, to his final destination in Perth, Scotland. The ride will be filmed and a documentary mini-series will feature the highlights of his epic ride, tasting, discovering and preparing regional dishes and places of interest in the areas through which he travels.

This is going to be one hell of a challenge, and that's where the important message behind this ride comes in. No challenge is too great – whatever life tosses up, you can make it through, and this motorbike journey symbolizes that challenge. "From Perth to Perth" is Registered Australian Charity and non-profit venture, partnered with mental health charities to raise funds and awareness for depression and suicide prevention.

The concept of this ride evolved from reflection on some dark days that Ben himself was once going through, feeling lost, disengaged and aimless. The ride looks to send a message and inspire people to go out "become involved" and "have a go", with all donations going straight to supporting mental health initiatives such as the Black Dog Ride, Lifeline WA, Beyond Blue and the Mental Health Law Centre. Depression is the third most burdensome disease in Australia and suicide claims 3 times more lives than road traffic deaths. It's time to talk about it.

Who is Ben?

Benjamin Bullock, a 27-year-old lawyer, from Western Australia, is one of the star contestants in the ninth series of *MasterChef Australia*, which premiered on 1 May 2017. Besides his obvious talents as a chef, Ben is a very capable motorcycle enthusiast with many years of riding experience. Will Ben be able to complete this epic journey? We don't know, but what we do know, Ben is a passionate, caring guy who is ready to throw his heart and soul into bringing people together, raising funds for this worthy charity and reaching the finish line.



The Journey

The journey commences on 2 September 2017 in Perth, Western Australia. After travelling up through Australia to the Northern Territory, Ben and his *Hunter* will board a flight in Darwin and head to Bali. From there they will travel through the Indonesian archipelago to Medan, where they will again board a ship, to Malaysia. The journey from there is entirely overland through to the UK. The ride will include some 30 countries, continuing through South East Asia, across Central Asia, into the Middle East, through Southern Europe and across into the United Kingdom to Ben's final stop in Perth, Scotland. The exact route will remain somewhat flexible, in order that Ben can capture any special events and things of interest that might be discovered along the way.



Journey Updates

Regular updates of the journey will be uploaded and available for public viewing across a variety of social media channels including Facebook, Instagram and Youtube. Throughout the initial stages of the journey the team will be uploading short 3 – 5minute videos.

Once sufficient footage has been recorded the team will begin to produce and release the first videos of the 6 part mini-series.

Tourism Promotion

Although the primary object of this series is “Food and Cooking”, in order to maximize the viewing audience, considerable focus will be dedicated to the culture, landscapes, attractions and other things of general interest that are experienced during the journey.

As such, this series will provide an invaluable opportunity for each country to not only showcase its cuisine, but to also present its culture and tourist attractions in a very unique format.

Sponsorship Opportunities

Hunter Motorcycles Australia is the main sponsor and will be providing the *Hunter* motorcycle, arranging logistic and providing backup support for the duration of the journey.

We are now seeking involvement from additional sponsors who may wish to provide:

- The provision of accommodation (2 rooms for 3 individuals – 4 rooms for 5 individuals whilst the other two *MasterChef* contestants are participating) along the journey.
- The provision of support vehicles for individual legs of the journey.
- Participation in the setup of cooking scenes with equipment and ingredients.
- The provision of Tours or activities which may be of particular interest to viewers.
- Domestic transport /commuting between airports, hotels and filming locations.
- Domestic air flights to and from difficult or filming locations inaccessible to motorbikes.

We are intending to keep the number of sponsors to a relatively minimal number in order to ensure significant exposure and brand recognition. The specifics of our working relationship with each sponsor will be discussed and formulated as to gain maximum advantage for both parties – logos and branding on ride jacket/bike/helmet, social media content, videos/photos/reviews of products etc. Majority of ideas can be entertained.

We welcome interested parties to contact us for further discussions. Note donations are tax deductible.

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