

Mega East Coast Cycle tour: Otesha prepares for adventure, sustainability, and mission to empower youth in early 2010

FOR IMMEDIATE RELEASE

The Otesha Project (Australia) is excited to announce the launch of our next round of amazing funkified cycle tours, the *Mega East Coast Cycle tour!* First leg of the tour is Melbourne to Sydney, and the second is Sydney to Brisbane.

So, are you passionate about sustainability? Looking for something a little different to do this summer? And bicycles? Have you ever dreamt about riding around Australia on two wheels? If so, then why not put those dreams into action and join The Otesha Project (Australia): Cycling for Sustainability's forthcoming adventures. Otesha is currently seeking 2 empassioned people to coordinate the first eight-week cycle tour: Melbourne to Sydney (February - April 2010); and two funky eco-warriors to coordinate the second leg - from Sydney to Brisbane (April - June 2010). Over the coming 3 months we will also be seeking up to 40 tour members for these tours! Wow!

Since 2000, The Otesha Project (Aus.) has pedalled across Australia educating youth and raising awareness about environmental sustainability and social justice issues. *Otesha* is a Swahili word for 'reason to dream' and is the underlining philosophy of the organisation. The Otesha crew combines theatre performance with interactive workshops to empower high school students to consider their life choices to create a positive future.

Current consumption behaviours in Australia have far reaching consequences that are both unsustainable and inequitable. The negative impacts of these practices usually affect the most disempowered people in society, including young people who now face an uncertain future. For Kate Tucker- co-director- 'Otesha is about keeping positive in these times where the enormity of issues can overwhelm you- making small positive changes, inspires you and inspires others'.

Worried about your bicycle experience? Don't have much knowledge about sustainable consumption issues? Never fear, that's why an Otesha bicycle tour is here!

For Meg Cossar, a Vic tour coordinator in 2008/09, 'Otesha (is) a fabulous fusion of all things I love. It was impossible though to know what I was really getting myself into....only by 'experiencing' - living, breathing, eating sleeping, riding the Otesha Wave 24-7 did I realise what Otesha was all about.'

Otesha (Aust.) is seeking people from all walks of life - people with varying experiences, backgrounds and interests. By helping to organise and coordinate the tours from the onset, coordinators not only learn skills to become strong advocates for living sustainably, but also develop skills such as media communication, leadership, as well as acting and even communal living.

The application deadline for tour coordinators for the first leg (Melb to Syd) is **21 July, 2009** and for the second leg (Syd to Bris) **22 September 2009**. For information about applying visit the Otesha (Aust.) website at www.otesha.org.au/biketours/apply.

Notes to Editors:

- * The Otesha Project (Australia): Cycling for Sustainability - reason to dream
- * Currently seeking 4 tour coordinators from all walks of life to take part in two cycle tours: Melbourne to Sydney (February - April 2010); Sydney to Brisbane (April - May 2010).
- * **Deadlines: Tuesday 21 July 2009 (first leg) 22 September 2009 (second leg)**
- * Contact: Kate Tucker (0420 715 580) and Angela Jones (0439 433 154)
- * Email: info@otesha.org.au
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