

PRESS RELEASE

Expedition Eurasia by the PICNIC Club

We are hereby inviting media outlets to cover an epic road-trip across Eurasia through 40 countries over four months starting on the 15th of September 2021. The road trip is a collaboration between 40+ travel agencies that are pooling together services and exposure to create a four-month PR campaign with more than 1 million combined followers to show that traveling is once again possible.

People should enjoy traveling again - local, regional or abroad

The five goals of the expedition:

- We want to travel!
- We want to discover the possibilities of traveling
- We want to unite local tour operators and others working in tourism
- We want to share all the crazy experiences out there with the world
- We wish to learn about local life first hand, and pass on that knowledge

Local partners in every country

In all countries along the route we are teaming up with local travel agencies that will act as local guides and experts on the way through their respective country. Local partners are obligated to **1)** guide us through the country in question **2)** take us on a trip from their travel portfolio **3)** share our posts from every country on their social media accounts. We have exclusively selected travel agencies that has over 1.500 followers, effectively landing at more than 1 million potential views for every one of our posts. This way, our local partners will get exposure as we cover their services in the content that partners along the route shares.

Content and Media Involvement

We invite media to cover our trip in any way that you see fit. On the road we will be creating content for social media and traditional media platforms. The content will mainly be video and text-based. We want to involve media partners primarily through: **1)** Interview in your country as we pass through **2)** video interview over Skype **3)** using our content on your platform. In written formats we are prepared to: **1)** Write travel columns **2)** write featured articles with pictures from the route **3)** create targeted blogposts. We are very open to any suggestions that your may have to deliver other types of content.

Sponsorships

We are looking for sponsors for all our equipment; from the autocamper, cameras to computers and other electronics. At present we are looking for three main sponsorships of 50.000 DKK **1)** Camper sponsor, **2)** Video Sponsor **3)** Equipment sponsor. These will be featured in all videos and their company names will be painted directly on the camper. The sponsorship list is non-exhaustive - if you have an idea for a sponsorship please contact us.

Contact Information:

The P.I.C.N.I.C. CLUB

[WEBSITE](#)