

PEPY RIDE IX MEDIA PACK

ONE BIKE. 1,000 KM.

PURE. PEDAL. POWER



Cambodia!

PEPY
Promoting Education,
emPowering Youth



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PEPY Ride IX intro

The short version

The PEPY Ride is a three-week cycling adventure taking participants on a once-in-a-lifetime journey through the Kingdom of Cambodia. Fearless peddlers take in everything from mighty temples and sleepy villages to bustling cities and sun-drenched beaches, all while raising money to support education and leadership programs in rural Cambodia.

The long version

The annual PEPY Ride – now entering its 9th year – has been described by National Geographic Traveler as one of their “Top Tours of a Lifetime.”

In addition to cycling Cambodia’s beautiful country roads and seeing world-famous sites, riders are introduced to new ideas, foods, cultures, traditions, and friends. Wrap your tongue around new Khmer words over breakfast, wrap your mouth around new dishes you’ve just learned to make over lunch, and spend the afternoon wrapping your mind around the magnificence of the mighty Angkor Wat.

Best of all, by investing in projects that support youth education and leadership programs in rural Cambodia, the impact of the money raised for the ride will last longer than the length of the trip.

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Outreach e-mail template

Hi,

Are you ready to go on what National Geographic Traveler named one of their “Top Tours of a Lifetime”? Great – this e-mail’s for you!

From December 22, 2013 to January 9, 2014 our friends at PEPY are running their 9th annual **1,000 km cross-Cambodia cycling adventure**, and it’s not too late to join!

For nearly three weeks (or two if you have a tight schedule), you could be getting up-close-and-personal with Cambodian culture, history, language, and people, all while cycling beaches, back roads, and bustling city streets. For fearless peddlers who yearn to learn, this is also a rare opportunity to meet with innovative community leaders, social entrepreneurs, and NGOs all working to create positive change.

Best of all? All of the money raised from this adventure will go to supporting the **NGO PEPY** (Promoting Education, emPowering Youth). By signing up to the PEPY Ride you can help create a lasting impact, and support PEPY in empowering young Cambodians to achieve their dreams.

Don’t miss out on this inspiring trip! To get more information or register for the adventure, send an e-mail to info@pepytours.com.

Thank you, and happy cycling!



Newsletter or blog content

Keen cyclist who's also got the travel bug? Our friends over at PEPY run a cross-Cambodia cycling challenge called the **PEPY Ride**, and we think you should know about it...

The PEPY Ride is an annual cycling adventure that takes peddlers from famous temples and sun-drenched beaches to rarely-traveled roads and bustling city streets. If you're up to the challenge, you'll not only see some of Cambodia's most spectacular landscape at the local pace, but also be introduced to new ideas, cultures, foods, traditions, and of course friends.

Best of all? All of the money raised from this adventure will go to supporting the **NGO PEPY** (Promoting Education, emPowering Youth). By signing up to the PEPY Ride you can help create a lasting impact, and support PEPY in empowering young Cambodians to achieve their dreams.

Wrap your tongue around new Khmer words over breakfast, wrap your mouth around new dishes you've just learned to make over lunch, and spend the afternoon wrapping your mind around the magnificence of the mighty Angkor Wat. All while raising money to support youth leadership and education programs in rural Siem Reap.

Interested in learning more? Get in touch with the PEPY Ride team via info@pepytours.com.

Thank you, and happy cycling!

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Twitter

Please help spread the word about PEPY Ride IX on Twitter!

General Tweets

Join one of the "Top Tours of a Lifetime" (@NatGeoTravel) and cycle across #Cambodia bit.ly/1erkE0g

Ready for #adventure? Why not #cycle across #Cambodia to raise money for improved #education? Join PEPY Ride IX bit.ly/1erkE0g

If you love #cycling, learning new ideas and meeting new people, then PEPY Ride IX in Cambodia is for you! bit.ly/1erkE0g

Meet #Cambodia's #socent leaders, cycle country roads and learn to cook Cambodian food by joining PEPY Ride IX bit.ly/1erkE0g

Looking for an #green adventure? Grab your bike and join our friends at PEPY bit.ly/1erkE0g

Want to learn more about #globaldev and #socent while cycling across Cambodia? This could be for you! bit.ly/1erkE0g

 Date: Tweets

Date	Tweets
September 1	Just two months left to sign up for the PEPY Ride IX cycling adventure across #Cambodia! bit.ly/1erkE0g
September 7	Tell all your bike-loving friends to sign up for the cycling adventure of a lifetime across Cambodia bit.ly/1erkE0g
September 15	Want to learn more about development and immerse yourself in Cambodia by bicycle? Join PEPY Ride IX bit.ly/1erkE0g
September 22	Just three more months until the cycling adventure across Cambodia begins! Join PEPY Ride IX at bit.ly/1erkE0g

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Facebook

Please also help to share the PEPY Ride love on Facebook!

General Status updates

Join our friends at PEPY for PEPY Ride IX, the annual fundraising cycling trip across Cambodia. Cycle the country roads, visit social enterprises and be exposed to new ideas! bit.ly/1erkE0g

Want to be part of what National Geographic Travel named as one of their “Top Tours of a Lifetime”? Join PEPY Ride IX. bit.ly/1erkE0g

Join our friends at PEPY for a life-changing cycling adventure across Cambodia. Join PEPY Ride IX. bit.ly/1erkE0g

If you can see yourself cycling off-beaten paths in Cambodia, enjoying local cuisine and seeing the country’s world-famous sites, join PEPY Ride IX bit.ly/1erkE0g

Are you a keen cyclist with a taste for adventure?! Join our friends PEPY on the PEPY Ride IX cross-Cambodia cycling adventure! bit.ly/1erkE0g

 Date: Message:

September 1	There are just two months left to sign up for the PEPY Ride IX cycling adventure across Cambodia! bit.ly/1erkE0g
September 7	It’s not too late to join our friends at PEPY to cycle across Cambodia in December and immerse yourself in the country’s cuisine history and landscape. bit.ly/1erkE0g
September 15	Join our friends at PEPY Ride IX, the cycling trip of a lifetime across Cambodia and get ready for some exciting adventures ahead bit.ly/1erkE0g
September 22	Just three more months until the cycling adventure across Cambodia begins! Join our friends for PEPY Ride IX at bit.ly/1erkE0g

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PEPY Ride testimonials

“I have pushed myself far beyond the boundaries of what I thought I would be capable of. This is the most satisfying feeling of all.”
–PEPY Ride VI

“The trip combines the physical adventure with intellectually stimulating experience and it feels genuine rather than pre-packaged. I thought it was really great how we could see to where our money was going through the other organizations.”
–PEPY Ride III

“I saw parts of Cambodia that I would never have seen from anyone else”–PEPY Ride VI

“This was such an amazing trip - even on hard cycling days, never once did I wish it was over” – PEPY Ride VII

“The PEPY Ride has been one of the best things I have ever done”
– PEPY Ride VII

Assets

Here are other items you can share:

PEPY Ride IX website
www.pepytours.com/pepyride9/

PEPY Ride IX flyer (can also be downloaded and printed)
<http://pepytours.com/pepyride9/pepyrideflyer/>

Photographs from previous PEPY Rides
<http://bit.ly/19ft5yL>

Thank you so much for supporting education in Cambodia by helping us to spread the word about the upcoming PEPY Ride!

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