

# PEPY RIDE IX PR KIT

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PURE. PEDAL. POWER



Cambodia!

**PEPY**  
Promoting Education,  
emPowering Youth



Press Release

FOR IMMEDIATE RELEASE

## PEPY's 2013 Cross-Cambodia Fundraising Cycling Adventure

Do you want to go on an adventure that National Geographic Traveler named as one of their "Top Tours of a Lifetime"? You can join PEPY for their 9th annual cross-Cambodia fundraising cycling adventure from December 22, 2013 to January 9, 2014 to support educational and youth empowerment projects in rural Siem Reap.

**PEPY Ride** participants will cycle among breath-taking landscapes and more untouched routes around Cambodia. Along the way, they will visit world-famous sites, inspiring social enterprises, local restaurants and have the opportunity to visit a variety of NGO projects. A key part of the trip includes stimulating discussions on global development, responsible tourism, aid and other important topics.

"The trip combines the physical adventure with intellectually stimulating experience and it feels genuine rather than pre-packaged," said a past PEPY Ride participant.

The fundraising aspect of the PEPY Ride allows participants to see where their money is going and understand how the NGO, PEPY (Promoting Education, emPowering Youth), works to expand opportunities for local youth to be the change they wish to see in their communities.

Contact PEPY Tours at [info@pepytours.com](mailto:info@pepytours.com) to be part of this adventure in Cambodia. For more information, visit the PEPY Ride webpage at [bit.ly/1erkE0g](http://bit.ly/1erkE0g)



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## About PEPY

PEPY, which stands for Promoting Education, emPowering Youth, is a Cambodia-based education and youth-leadership non-profit organization. Our vision is a future where all young Cambodians are empowered to achieve their dreams.

PEPY's founding team was inspired by the belief that education is the key to sustainable change. Through our Education and Community Development Programs, PEPY has reached over 3,100 young people by working directly with government-funded schools, community members, and leaders in Chanleas Dai Commune, an area in northwest Cambodia.

Our mission is to invest time and resources in young people in Cambodia, working with them to connect them to the skills, systems, and inspiration necessary to achieve their goals, raise standards of living, and improve the quality of education in their communities.

PEPY's work is supported by our sister social enterprise, PEPY Tours who provide culturally-immersive, tailor-made learning adventures in Cambodia.

You can find out more about PEPY's work on <http://www.pepycambodia.org>

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## Past Awards

### National Geographic Traveler's Top Tours Of A Lifetime

In 2009, National Geographic Traveler magazine recognized PEPY Tours' 'Rural Experiential Tour' as one of their Top Tours of a Lifetime for 2009.

### PEPY Tours Wins National Geographic/Ashoka Changemakers Geotourism Challenge

PEPY Tours was selected as one of the three winners in the global National Geographic and Ashoka Changemakers Geotourism Challenge. PEPY Tours is the first Cambodia based organization to win the award.

## Past Media Coverage

- 'New ways to change attitudes in rural communities' article in The Guardian (2013)
- PEPY Tours is in the finalist of 'Travel Companies That Care About Community Development' (2012)
- GiveYourGap visits PEPY (2012)
- PEPY's founder Daniela Papi spoke to TravelFish about sustainable tourism, volunteering and all things PEPY.

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