

Feeling adventurous and want to make a difference this summer? Otesha seeks participants for East Coast cycle tour to empower youth on sustainability issues

FOR IMMEDIATE RELEASE

So, are you passionate about sustainability? Looking for something to do early in the new year? And what about 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 adventure. Otesha is currently seeking 20 impassioned people to participate in the next eight-week cycle tour: Melbourne to Sydney (February 14 - April 9, 2010). Wow, what an opportunity!

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 Angela Jones- co-director- 'Otesha is about empowering youth; those that participate in our programs (including cycle tours) and those that experience our presentation. It is about encouraging young people to make a difference wherever they can in their lives.'

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!

Following the 2008 Otesha NSW tour, tour member Rhiannon Cook, said ' I'll walk (or cycle) away, feeling re-inspired about the potential we each have to make the world a better place, and blessed by the opportunity to live with such an amazing group of people'.

Otesha (Aust.) is seeking people from all walks of life - people with varying experiences, backgrounds and interests. Otesha is unique in that each tour member gets the opportunity to organise a region of the tour; learning skills to become strong advocates for living sustainably, develop skills in media communication, leadership, performance whilst living as an on-road sustainable community.

The application deadline for tour members for the Melbourne to Sydney tour is **18 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 20 tour members from all walks of life to take part in cycle tour: Melbourne to Sydney (February 14 - April 9, 2010).
- * **Deadlines: 18 September, 2009**
- * Contact: Kate Tucker (0420 715 580) and Angela Jones (0439 433 154)
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- * URL: www.otesha.org.au

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