

ONCE HOMELESS MAN RIDES BIKE ACROSS AUSTRALIAN OUTBACK TO RAISE MONEY FOR HOMELESS YOUTH

PERTH, Western Australia / 1 September 2017 — Fernando de Andrade used to be homeless, living on the streets of the world's eighth biggest city, São Paulo in Brazil. This month, he is taking part in Race to the Rock, riding his bike over 3,000km from Albany in Western Australia to Uluru in the Northern Territory, to raise funds to help young people living on the streets in Brazil, homeless just like used to be.

Fernando's journey from the streets of São Paulo to his new life in Australia has been a long one, steeped in struggle and sacrifice. He used his creative talent to make jewellery from things he found on the street, his only income was from the sale of these pieces. The kindness of strangers who recognised his talent, gave him hope. He found love and followed his heart to a new country and a new life.

The rest is history. This softly spoken young man who has established a thriving jewellery business in Australia, and lives the life that many only dream of, has never forgotten his humble beginnings. He has overcome so many challenges, none so great as surviving on the streets of Sao Paulo. In an effort to ensure that other young people living on the streets in Brazil, know that there is hope, that people care and are prepared to reach out with the hand of friendship; he is taking on one more challenge; a 3000km bike ride through some of the harshest conditions in Australia to raise awareness of the plight of these young people in Brazil, and to raise money to help make their life a little easier.

You can reach out too, with the hand of friendship and hope, by supporting Fernando's mission, with a pledge to Fernando's Ride via his crowd-funding site on Pozible. For two weeks in September you will be able to track Fernando's progress through the outback, via his GPS tracker, as he rides to Uluru.

Presidential Productions has joined Fernando in producing a documentary about his journey called *Fernando's Ride*. The documentary tells not only his story, but follows his ride and the crowdfunding campaign. By following the campaign on social media you will be able follow his progress, send him messages of encouragement, and share the links to expand the reach of his message and increase the funds raised.

When we meet up with Fernando at the Rock, we will be able to share with him the value of his efforts, will an announcement of the funds pledged to his campaign. We know it will be an emotional moment for him, and you can share in the moment, live on social media.

To contribute and help Fernando raise funds, head to: pozible.com/project/fernandos-ride

To follow Fernando along the way via GPS, head to: racetotherock2017.mapprogress.com

To learn more about Fernando's Ride, head to: presproductionsco.com/fernandos-ride

"We are trying to help peoples around the world that have had the same experience as me, people who are still living on the streets." - Fernando de Andrade

ABOUT RACE TO THE ROCK

Race to the Rock, is an ultra-endurance cycling race to the centre of Australia. The event is so tough only one person managed to finish last year's event. This year's race starts on 2 September in Albany, Western Australia and finishes at Uluru. At 3,000km, this year's route is a few hundred kilometres longer than last year and the terrain is just as difficult.

ABOUT PRESIDENTIAL PRODUCTIONS

Presidential Productions is a small production company based in Perth, Western Australia, well known for its successful short films and live theatre at Fringe Festivals. *Fernando's Ride* will be their first full-length feature documentary.

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