

26 000 MILES
5 CONTINENTS
28 COUNTRIES
9 MONTHS
3 CHARITIES
1 FIRE ENGINE

1 GUINNESS WORLD
RECORD ATTEMPT



FOLLOW THAT
FIREENGINE.COM

UK registered charity No. 1133477

THE CHALLENGE:

FOLLOW THAT FIRE ENGINE is an awe inspiring expedition that has never been attempted before. A crew of friends plan to achieve Guinness World Record status by circumnavigating the globe... in a fire engine!

The crew will drive the fire engine an impressive 26,000 miles, through 28 countries, over 9 months, covering gruelling terrain, inhospitable territories and in extreme temperature conditions. The vast distances and many unknowns of the expedition will be both physically demanding and mentally challenging. Most days the crew will spend over 10 hours on the road.

The crew will be driving a Mercedes 1124AF which has been kindly donated by **Dorset Fire and Rescue**. The truck is designed for short, quick journeys. It will provide plenty of storage space, essential for the camping equipment and supplies required to be on the road for 9 long months. However, the fire engine is not designed for comfort or speed, so it's certain to be a bumpy ride.

The world is a very big place. **The Globalink Network** - a network of freight forwarders, are an official partner of **FOLLOW THAT FIRE ENGINE**. They will assist in the logistical nightmare that is shipping. Their agents will help in dealing with the shipping lines, customs and being a friendly face at each of the ports.

THE STORY:

FOLLOW THAT FIRE ENGINE is dedicated to the memory of Garth Moore, who passed away on 18th July 2009 at the age of 63, after a brave battle with lung cancer.

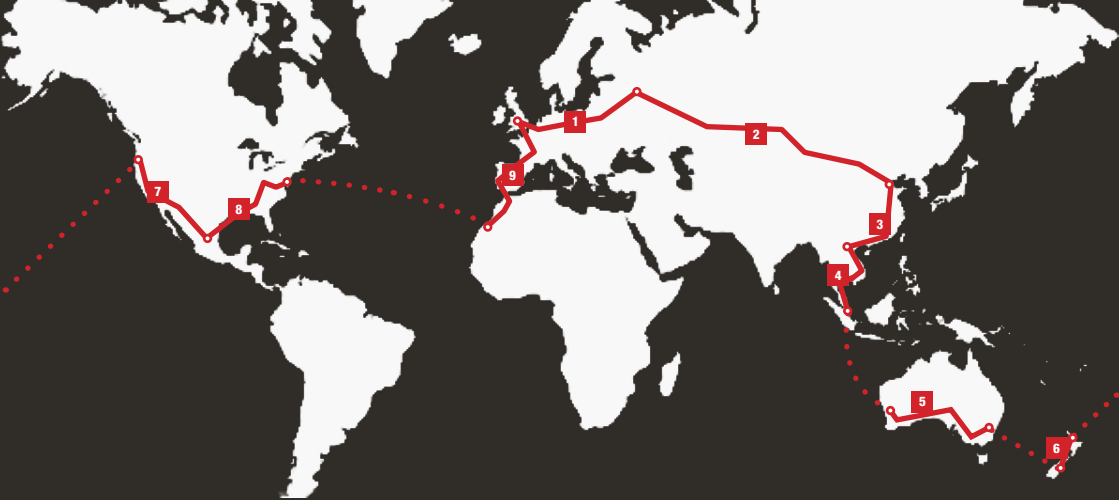
Garth was a Fire Fighter at **Wimborne Fire Station** in Dorset and dedicated his life to fighting fires and saving the lives of others, over the course of his 33 years in service. His son Steve Moore is **FOLLOW THAT FIRE ENGINE's** expedition leader.

The goal of **FOLLOW THAT FIRE ENGINE** is to raise money and awareness for three charities; **Macmillan Cancer Support**, **The Fire Fighters Charity** and **The Roy Castle Lung Cancer Foundation**.

100% of the money raised will go to the three charities via the **FOLLOW THAT FIRE ENGINE**. Shipping, fuel and living expenses will all be funded by the crew members.

Your support through sponsorship and following the crew on this exciting and unforgettable expedition will be vital in helping them succeed - in what will surely go down as the longest emergency call out in history!





THE EXPEDITION ROUTE:

The crew will drive the fire engine an impressive 26,000 miles, through 28 countries, over 9 months.

FOLLOW THAT FIRE ENGINE Team Leader, Steve Moore, and his Stage 1 co-drivers will leave London in July 2010. The route is split into 9 stages:

Stage 1. London (UK) to Moscow (Russia) : 3,000 miles

The ease of driving through central Europe will slip away as the landscape becomes tougher when the crew head east towards Moscow.

Stage 2. Moscow (Russia) to Beijing (China) : 5,500 miles

The crew will follow the world's longest railway, the Trans-Siberian, travelling through some of the most barren landscapes on earth.

Stage 3. Beijing (China) to Vientiane (Laos) : 3,000 miles

Travelling through one of the world's oldest civilizations the crew will face the most testing cultural challenges of the expedition.

Stage 4. Vientiane (Laos) to Singapore : 2,000 miles

From city streets jam-packed with motorbikes and scooters, to relatively isolated and undeveloped areas of Laos, this stage will provide varying challenges for the fire engine and crew.

Stage 5. Perth (Australia) to Brisbane (Australia) : 3,500 miles

With sometimes days between major towns, the distances and heat will be demanding with temperatures expected to peak above 40°C in places!

Stage 6. Christchurch (NZ) to Auckland (NZ) : 2,000 miles

Geographically isolated, New Zealand is full of natural beauty; rugged mountains, beautiful beaches and incredible glaciers. The biggest difficulty in NZ will be for the drivers to keep their eyes on the road.

Stage 7. Grays Harbour (USA) to Hermosillo (Mexico) : 2,400 miles

After the heat of the Southern Hemisphere, the crew will need to acclimatise to the harsh American winter. After then passing through five US states, the crew will head to Mexico.

Stage 8. Hermosillo (Mexico) to New York City (USA) : 3,000 miles

Once the difficult terrain of Mexico has been negotiated, the open roads of Southern USA will come as a welcome sight.

Stage 9. Casablanca (Morocco) to London (UK) : 2,000 miles

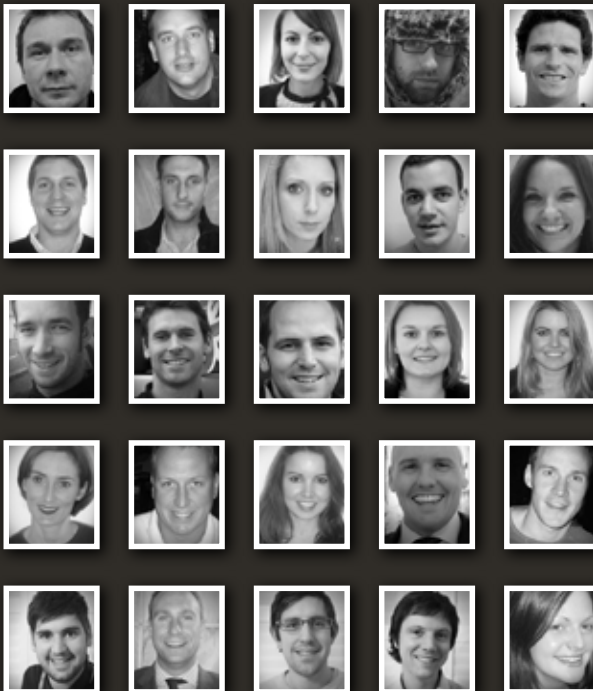
The Western Sahara will be the last major challenge for the crew as they travel through this largely uninhabited desert. Leaving the Sahara sand storms behind, the long road winds back up through Western Europe and to London to complete this remarkable and astonishing journey.

For more details on this phenomenal route visit www.followthatfireengine.com

THE CREW

The **FOLLOW THAT FIRE ENGINE** crew is made up of Steve Moore and a team of co-drivers. Steve will complete the whole expedition with help along the way from his friends. A different combination of co-drivers will accompany him on each separate stage of the route. Each crew member bringing their own unique set of skills to the expedition. The difficulty for Steve will be ensuring he is at each stage transition to drop off the leaving co-drivers and pick up joining co-drivers. Failure to hit transitions will have a disastrous impact on the expedition.

Preparation of the whole crew has been exhaustive, including detailed research into the route and completing courses in truck maintenance, languages, first aid & survival.



- 1 Steve Moore
- 2 Chris Moore
- 3 Amy Harpin
- 4 Ben Battye
- 5 Ben Haslett
- 6 Chris Hallward
- 7 Dave Orders
- 8 Deborah Grant
- 9 Fuad Sulejmanovic
- 10 Gemma Rowlan
- 11 George Troughton
- 12 James Morrow
- 13 James Stevens
- 14 Kate Bartishel
- 15 Louise Mahoney
- 16 Lyndsey Baker
- 17 Matt Haynes
- 18 Michelle Mahoney
- 19 Paul Barham
- 20 Paul O'Sullivan
- 21 Robert Poderoso
- 22 Ross Shepley-Smith
- 23 Seve Poderoso
- 24 Shaun Weedon
- 25 Valerie Keith

SUPPORT US:

We need your support to raise as much money as possible for three truly worthy charities. Here are all the ways you can help:

DONATE VIA OUR WEBSITE AND VIRGIN:

www.followthatfireengine.com/donate.html

Host an event or complete a challenge on behalf of FOLLOW THAT FIRE ENGINE. Contact us online at www.followthatfireengine.com for further information

GOT THE T-SHIRT?

There's a whole host of very cool T-shirts and merchandise online at www.followthatfireengine.com you can look good whilst spreading the word about FOLLOW THAT FIRE ENGINE.

100% OF MONEY RAISED GOES TO THE THREE NOMINATED CHARITIES

THE CHARITIES:

The **FOLLOW THAT FIRE ENGINE CHARITY** is a registered charity setup for the expedition. 100% of all money raised will be split equally between the three nominated charities; **Macmillan Cancer Support**, **The Fire Fighters Charity** and **Roy Castle Lung Cancer Foundation**.

Macmillan Cancer Support Macmillan helps improve the lives of people living with cancer, their families, and carers. The charity is a valuable source of support, helping with all the things that people touched by cancer want and need. It's not only patients who live with cancer, so Macmillan also help carers, families and communities. The charity guides people through the system, supporting them every step of the way. They fund nurses and other specialist health care professionals and build cancer care centres. They are invaluable.

The Fire Fighters Charity Every year, thousands of fire fighters are injured whilst protecting the public. Every 30 seconds in the UK, fire fighters are called to an incident, putting their lives on the line, and often sustaining physical injuries whilst carrying out their duties. The Fire Fighters Charity is there for fire fighters during their times of need, and assists over 13,500 individuals every year by providing pioneering treatment and support services.

The Roy Castle Lung Cancer Foundation This charity works in a variety of ways to reach its goal of defeating lung cancer. The charity carries out unique research into the early detection of lung cancer, looking to provide early diagnosis of the disease, and saving thousands of lives. They provide practical and emotional support for those affected by lung cancer, guidance for children and young people to help them make informed decisions about smoking and the tobacco industry, and support for smokers who want to quit.

FOLLOW US:

FOLLOW THAT FIRE ENGINE ONLINE:

www.followthatfireengine.com

The crew will be blogging the expedition as they go so you can join them on their incredible journey. You'll be able to track exactly where the fire engine is in the world, send messages of support, view photos and donate to the cause.

FOLLOW THAT FIRE ENGINE on [twitter](#) and join our [facebook](#) group.

FOLLOW THAT FIRE ENGINE ON THE ROAD:

The crew welcome supporters who wish to follow them through any part of the expedition, convoy style. For full details of where the fire engine crew plan to be on a particular date, visit the website and get following!

CONTACT US

Email Steve@followthatfireengine.com

Call FOLLOW THAT FIRE ENGINE

Head Quarters on 07967 807 949



WE ARE
MACMILLAN.
CANCER SUPPORT



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