



**ONE MAN  
TWO WHEELS**



**THREE  
AMERICAS**



**A MILLION  
TREES**



A man in a grey t-shirt and a cap is riding a bicycle on a paved road. The background shows a blurred landscape with trees and a utility vehicle. A large black banner with white text is overlaid on the right side of the image.

# ABOUT ARIE

I'm Arie Hoogerbrugge, and I'm on a mission: to traverse three Americas by bicycle, bring media attention to deforested areas that I visit, and to plant a million trees during my three-year odyssey. I'm a modern-day Johnny Appleseed! But you can refer to me as Safari Arie. I'm a former long-haul trucker who has traded 18 wheels for two wheels (actually three including my trailer!). I'm also a proud Canadian! This is a ride that I have been planning and working very hard towards since the end of 2011. The working, planning and dreaming began immediately after my first and life changing 6,500 km bike ride through western and northern Canada in 2011.

I started my journey in November 2019 with the goal to pedal a bike across Canada during a Canadian winter(!) To push and challenge myself to my possible limit gives me courage for the future, and will hopefully inspire others to challenge themselves.

And with that in mind, I have a challenge for you: follow me along my journey and support my quest to plant a million trees in the deforested areas I visit. You can support me by following me on social media, by helping me spread the word about my reforestation efforts through print, web, audio and visual media, and by making a donation at my website. I'll be checking in often from the road. Thanks for your support!

*-Arie*







# ABOUT THE JOURNEY

24 COUNTRIES • 50,000 KM • 3 YEARS

## PHASE 1: ACROSS CANADA

I started my Cross Canada journey on November 12, 2019 at the Atlantic Terry Fox Memorial in St. Johns NL and I completed it at the Pacific Terry Fox Memorial in Victoria BC. Originally, the plan was to head north west to Tuktoyktuk NWT at the top of the Dempster Highway. Covid-19 put an end to those plans. I will reevaluate the possibility of returning to ride the Dempster Highway when I get to the bottom of Argentina.

**COMPLETED**



## PHASE 2: USA, CENTRAL & SOUTH AMERICA

Phase 2 of this ride has me riding much of the Pacific coast of the US and zigzagging myself to the bottom of the world in Ushuaia, Argentina. My route brings me through all 24 countries in North, Central and South America (including the Island of Trinidad). This phase of the ride should be completed in about two years.

**This epic adventure should last about three years and have me pedal at least 50,000 kilometres in total distance.**



THE  
ROUTE



24 COUNTRIES  

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**50,000 KM**  

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• *3 years* •





# ABOUT THE MISSION

## ONE MILLION TREES!

Even back in the days of successfully turning a childhood hobby into an amazing business I would tell people that I still didn't know what I wanted to do when I grew up.

Fast forward over 10 years later after many little seeds planted along the way (no pun intended) and I discover that I have an amazing passion for trees and to plant and see trees planted. I have come to realize that few things in the world can solve so many of mankind's problems as trees.

My goal is to enable the planting of one million trees during my three year long journey. I will need your help to achieve this goal! Upon the completion of this epic ride I plan to start a tree farm in the country of Belize where I have a home and some land. This tree farm will help

reforest rainforest in Belize. The Mahogany tree is a species of special interest to me.

In the meantime, while I pedal I wish to engage and learn about trees and reforestation from different conservation organizations and people that are working in many of the different countries I will ride through. I have teamed up with One Tree Planted to help me plant 1 million trees. I realize 1 million trees is not much but I am hoping once I get momentum going that 1 million turns into a billion trees planted!



**A PROUD  
REFORESTATION  
PARTNER OF**





# SOCIAL MEDIA REACH



**FACEBOOK**  
2,483 Followers



**TWITTER**  
75 Followers



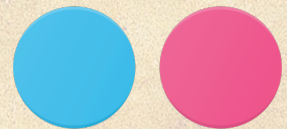
**INSTAGRAM**  
551 Followers



**YOUTUBE**  
192 Subscribers



**LINKEDIN**  
88 Connections



**FLICKR**  
19,432 Photos





# MEDIA COVERAGE



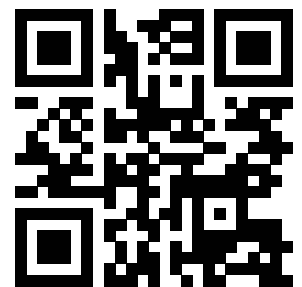
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SCAN TO SEE ALL ARTICLES



<https://safariarie.ca/media/>



**THORTEK  
OUTDOORS**

A man wearing a blue cap and a grey hoodie is sitting on a bicycle. He has a brown bag on the handlebars. In the background, there are trees and a building with a Canadian flag.

# **MEDIA REQUESTS**

**TO REQUEST AN INTERVIEW, PLEASE CONTACT:**

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