



KIK-PLASTIC

www.kik-plastic.com



KIKO MATTHEWS

I'm Kiko and I am currently the **World Record holder for fastest womens' solo row across the Atlantic Ocean**. I broke the record in February 2018 and raised £120k for Kings College Hospital, who saved my life a few years previously.

What's next? I'm passionate about the environment and believe that we can all make **positive change if we work together**, as a community. My next challenge will combine those passions and inspire everyone to challenge themselves.

Want to know more and take part?

Watch this video...





THE FACTS

**When I crossed the Atlantic Ocean
I saw more floating plastic than
people, boats or birds.**

8 million pieces of plastic pollution find their way
into our oceans every day

100,000 marine mammals and turtles and **1 million**
sea birds are killed by plastic pollution annually

5,000 items of plastic pollution have been found per
mile of beach in the UK



THE CHALLENGE

In 2019 we are cycling 7,200km around the coastline of the UK to raise awareness of plastic pollution and make a genuine difference by being part of the solution.

There are **12 stages**, each is approximately **550km**, over **5 days**

At the end of each day we'll meet at a **beach to clean it up** with a team from the community including schools, celebrity guests and local media

There will also be an **education programme** to ensure a **lasting legacy** and an on-going relationship with local schools



GET INVOLVED

We want your company to be a partner

- **Talks and inspiration** from Kiko
- Option to **join us** on the ride
- Option to **join us** on a Beach clean at the end the day
- **Branding** on map of beaches cleaned, website, clothing and vehicle
- **Use of KIK-PLASTIC IP** and Official Partner status
- **Bespoke video content** for internal and public use



2018

We researched and gave talks to build local support and get the delivery team in place ready for the launch of the tour.

2019

Starting in Westminster then heading around the country for 60 beach clean-up events over the 12 stages of the **KIK-PLASTIC 2019 Tour**.

2020+

The future for KIK is bold.
Changing the face of endurance events, helping solve social and environmental issues whilst raising money for your charity and giving back to the communities you pass.



OUR TEAM

ENVIRONMENT AGENCY



PINARELLO
Italian bicycle manufacturer

TEAM SKY
Professional cycling team



DANIEL WEBB
CEO of Everyday Plastic

ANGUS COLLINS
Adventure consultant



SPORT COLLECTIVE
Commercial Consultants

KEEP BRITAIN TIDY
Environmental charity



BOW RIVER FILMS
Digital Content Partner

CLEAR PARTNERS
Event Coordinators



NEXT STEPS..



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