

Press Release. Backseat Rally – One Lift At A Time

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Hitchhiking fundraiser looks for sponsors: “Backseat Rally” raises funds for earthquake victims in Turkey

With a web series, young adventurers go to the Black Sea coast for a good cause – with backpacks and thumbs.

A special fundraiser is taking place to help the earthquake victims in Turkey. The "Backseat Rally" leads from Istanbul, Turkey, to Tbilisi, Georgia by hitchhiking. The trip will be filmed and published in documentary format. At the moment the project is looking for sponsors to cover the costs and collect the first donations. The official start date is July 21st.

The idea came from Leon Weber, who is studying screenwriting at the Film University Babelsberg. He travels often and with simple means. Cultural exchange is important to him, which a hotel holiday does not offer. He has already spent the night in an aid transport in Bulgaria, spoken to Kosovan freedom fighters and overcome impossible language barriers.

"My travels have shown me what you can achieve when you believe in yourself and your ideals," explains Leon. "That's why after the earthquake I decided to do something together with my friends."

A highlight is the four-part web series. The participants will be equipped with video equipment and media training. Cultural insights, challenges and achievements aim to create an exciting platform for the fundraiser. The team has set itself the goal of promoting sustainable travel and interpersonal exchange.

"I'm already looking forward to the gripping stories that we can tell," says Christoph Mohr (Sponsoring & Partnerships), production student at the Film University Babelsberg. "Behind it are perspectives from all over the world - in front of and behind the camera."

The project is organized by socially and environmentally conscious young people from Germany, Ireland, China and Turkey. An association is being founded to enable further projects.

More information about the Backseat Rally project:

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