

**Press Release. Backseat Rally – One Lift At A Time**

**29/06/2023**

## Hitchhiking for a good cause: "Backseat Rally" adventurous on the way from Istanbul to Tbilisi

Young adventurers travel along the Black Sea coast for a good cause - with only their backpack, thumb and shield in hand.

**Potsdam, 29/06/2023.** The "Backseat Rally" leads from Istanbul, Turkey to Tbilisi, Georgia - by hitchhiking. The aim of the project is to support earthquake victims in Turkey with a fundraiser. The ten-day adventure officially starts on July 22nd. The trip will be filmed and published in documentary format. The project is already being supported by the stationery company Edding.

The initiator of the project is Leon Weber, a screenplay student at the Film University Babelsberg. Cultural exchange is important to him, but also looking beyond one's own nose, which a hotel holiday doesn't offer. In response to the severe earthquake in Turkey and northern Syria, he and some international friends decided to start the "Backseat Rally". "When I heard about the idea, I was immediately enthusiastic. I not only love the way of traveling, but also linking my own experiences with a good cause," says Tabio Romanski, one of the co-organizers.

After arrival on July 21st and the official opening on the 22nd, the participants still have some time to get to know each other, prepare and explore Istanbul before leaving for the first intermediate stage on July 23rd. Travel in pairs. A few days later, on July 29, they should arrive in the Georgian capital Tbilisi. There will then be time for exchange and reflection before the official conclusion on July 31st.

To give the project more exposure, a four-part web series documents the adventure. "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."

Edding already support the project. Edding's more eco-friendly pens are helpful for signaling the direction of travel and are thus a valuable travel gadget. We are currently soliciting further support.

*More information about the Backseat Rally project:*

Leon Weber, phone: +49 176 442 446 33; Email: [press@backseat-rally.com](mailto:press@backseat-rally.com)