



### **Ecover supports one Englishman and his bike**

British journalist and adventurer, Quentin van Marle, is planning an epic adventure to cycle the 2000 mile length of one of America's most stunning and remote rivers.

Ecover, the manufacturers of cleaning products that care for the home and the environment, is supporting Quentin on the road to completing this incredible physical challenge.

Quentin is no stranger to long distance bike rides; in 1999 he pedalled coast-to-coast across the USA, in 2003 he cycled 2,500 miles from Australia's far north to its deepest mainland south and in 2004 he crossed South Africa from Durban to Cape Town.

Quentin and his new electric bike will be making history when they set off from Lake Itasca in Minnesota on the 7<sup>th</sup> September 2006. It will be the first time that anyone in the world has completed this sort of distance on such a machine.

"I believe that the pedal-assisted electric bike could become a regular sight on British roads but fans of this comfortable, ultra-efficient, zero emission vehicle need to get out there and show people what these machines are capable of," says Quentin.

Quentin and Ecover are hoping that the Ecover Mississippi Marathon will encourage urban commuters to get out of their cars and onto their bikes in an effort to reduce carbon emissions.

London's total CO<sub>2</sub> figure for 2000/01 alone was a massive 28,540 tonnes (65 kg/m<sup>2</sup>) CO<sub>2</sub> per annum. Overall UK carbon dioxide emissions from transport accounted for 146 million tonnes of CO<sub>2</sub> equivalent in 1990, and are forecast to hit 175 million tonnes by 2010. \*

"Cycling is such a simple way for each of us to take a small step to make a big difference to the environment that we live in," says Clare Allman, marketing manager for Ecover (UK) Ltd.

“If all of us swapped the car for a bike for a few of the shorter journeys that we make, it would make a huge difference. Cycling to work can save you money, get you there quicker, is good for you and is better for the environment; it’s taking a small step that will make a big difference,” adds Clare.

Ecover make cleaning products from natural plant and mineral ingredients that clean our clothes and homes without releasing damaging chemicals into our waterways; it’s another win-win situation.

Quentin’s route along one of the world’s most impressive waterways will demonstrate just how integral this environment is to the communities that live in its vicinity and will highlight the importance of protecting the Mississippi.

The Mississippi represents a drainage system like no other, discharging 338 times more water than the River Thames. Drawing its water from Delaware in the east, to as far as Idaho in the west, the drainage basin covers an area larger than Western Europe!

This water ‘highway’ also alleviates an incredible amount of road congestion with official figures showing that one lone Mississippi tugboat hauling 18 fully-laden barges reduces traffic by the equivalent of eighty miles of bumper-to-bumper trucks.

As with his previous trips Quentin is completing the journey in conjunction with BBC Radio 5 Live who will broadcast live weekly updates with the intrepid adventurer over the 10 weeks.

For further information please visit [www.ecover.com](http://www.ecover.com)

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#### **Notes to Editors**

- [\\*http://www.cityoflondon.gov.uk/Corporation/living\\_environment/sustainability/climate\\_change/reducing\\_emissions.htm](http://www.cityoflondon.gov.uk/Corporation/living_environment/sustainability/climate_change/reducing_emissions.htm)
- All Ecover’s plastic bottles are made from polyethylene and polypropylene, which are both 100% recyclable and can be recycled together. Our cardboard boxes are made from recycled cardboard. Our laundry boxes are made from 97% recycled cardboard.

- The product range is not only kinder to the environment, but also kinder to the skin as all products are based on natural plant and mineral ingredients and do not contain optical brighteners. For more information on Ecover see [www.ecover.com](http://www.ecover.com)
- Ecover operates from the world famous Ecological factory and is globally respected as an organisation, which is forging the way for ethical companies of the future. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation. Ecover sets the standards for others to follow and has been recognised by the United Nations Environment programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment.