



The bike ride «The Chumaks' Way to America»

## 1. About the project

# bike ride «The Chumaks' Way to America»



We are both participants of the current ATO war in Ukraine and athletes supported by the the Kyiv city ATO veteran Union, are now organizing the “Chumaks’ Way to America” bike ride, with the total length of 10 thousand km. The event is planned to take place within the period of May through September, 2018 over the following 19 states of the USA and Canada: California, Oregon, Washington, British Columbia, Alberta, Saskatchewan, Manitoba, Minnesota, Wisconsin, Illinois, Indiana, Ohio, Michigan, Ontario, Quebec, New York, New Jersey, Pennsylvania and Maryland.

Throughout our three months’ route, we will pass hundreds of towns and cities, meeting dozens of hundreds thousands of Americans and Canadians, will hold meetings with local authorities in many places. Our audience, made up of over two millions cycling amateurs in Ukraine, USA and Canada, will watch info on our ride in social networks. We will written about, highlighted and shown on local mass media about 200 times.



*Meeting deputy major of Venice, Italy, in 2016 p. during the bike ride «Ukrainians in Europe»*

## 2. Project goal

## The bike ride «The Chumaks' Way to America»



### Our goals

- bring improvement to Ukraine's image and visibility in America
- Present innovational Ukrainian projects in America
- Compile and share high-quality content about the trip over America
- Provide targeted aid to the Donbas war stricken.

HA FATTO TAPPA A VERONA LA VELO-MARATHON DI SOLIDARIETÀ PER L'UCRAINA  
DALL'UCRAINA PER 8.500 KM (OBIETTIVO 10.000)

Venerdì 5 agosto 2016, di [LucianoLor](#)



#### GIORNO 81

Nel pomeriggio di mercoledì 3 agosto 2016 i ciclo-maratoneti ucraini raggiungono Verona, dopo aver viaggiato per 8.500 km attraverso l'Europa, con l'obiettivo di arrivare almeno a 10.000 prima di rientrare in patria. L'ultima tappa li ha visti pedalare per oltre 190 km (provenienti da Milano), prima di incontrare il nostro socio Oleksandr e gli amici di Fiab Verona.

**Li aspetta un ricco programma di incontri ed esperienze.** Oleksandr, con l'aiuto del console onorario dell'Ucraina Marco Toson e della sua assistente Andrea, hanno organizzato proprio tutto, fin nei minimi dettagli. Anzitutto una visita a un museo cittadino, approfittando dell'opportunità offerta a tutti i cittadini ucraini di entrare gratis nei musei veronesi, quale gesto di riconoscenza dopo il ritrovamento delle tele rubate a Castelveccchio. Terminato il momento culturale, la delegazione ha proseguito con una pedalata per le vie della città, in visita ai suoi monumenti principali, doviziosamente descritti dal nostro Paolo Weiss. Durante il tour hanno destato grande interesse gli incontri con le associazioni di volontariato cittadine presso le quali Oleksandr presta servizio: oltre alla Fiab, tappa finale del percorso, anche la Croce Verde (di cui è stata visitata la sede storica di via Panvinio -ex "via Libera"-) e la Protezione Civile. Rappresentanti di ciascuna associazione hanno raccontato la loro esperienza, nella veste di ambasciatori di uno stile di servizio che i ciclonauti hanno promesso di voler portare in patria quale testimonianza significativa del "lifestyle" solidale veronese.

#### Una trentina di soci

Fiab e cittadini si sono uniti al corteo festoso di biciclette, approfittando dell'occasione per condividere la visita ai monumenti e alle sedi delle associazioni, e conoscere una cultura che presenta molte insospettite somiglianze con la nostra. Il momento conclusivo, organizzato (con assaggi tipici) presso la sede Fiab di piazza Santo Spirito dalla comunità ucraina residente a Verona, ha rappresentato un momento di vero scambio e amicizia e ha consentito agli ospiti di poter raccontare il loro lungo viaggio e le motivazioni umanitarie che lo hanno ispirato.

La carovana dei ciclo-maratoneti si propone infatti di **raccolgere fondi** e sensibilizzare l'opinione pubblica con le seguenti finalità:

• sostenere iniziative di soccorso a famiglie bisognose, vittime della guerra del Donbas e della situazione di instabilità politica degli ultimi anni.



*Italian mass media  
highlighting the bike ride  
"Ukrainians in Europe",  
2016*

### 3. Meeting the eye

## The bike ride «The Chumaks' Way to America»



#### how do we draw attention

- 10 K kilometers on bike from the Pacific Ocean to the Atlantic Ocean means something at the edge of human capabilities, sure to attract wide attention and illustrate the unbroken spirit of the former warriors
- Man on bike will always be a positive image, denoting health, environmental friendliness and openness. And this is the right association for Ukraine for the Americans that will meet us for the first time in their lives.



Meeting city mayor of Iasi, Romania, in 2016, during the bike ride "Ukrainians in Europe"



A German newspaper highlighting the bike ride "Ukrainians in Europe", 2016



## 4. Our advertising

## The bike ride «The Chumaks' Way to America»



- Our team includes veterans, possibly – some disabled from the ATO war. Which will be a nice example of post-war rehabilitation. These people will always have more credit and respect among Ukrainian followers in social networks and mass media.
- We will be inviting American and Canadian bikers to join us for any distance. For this purpose, we have compiled a database of over 100 cycling communities on the route, with the total number of subscribers about 1,5 million people. We will be sharing interesting events, videos and pictures in these communities. That will help to spread positive information about Ukrainians to the American continent.



*Maintenance vehicle*



*A Polish web-site announcing the arrival of the bike ride  
«Ukrainians in Europe»*

## 5. Cooperation with local media

### The bike ride «The Chumaks' Way to America»



#### How do we inform American and Canadian media of the ride:

1. We have our own database of 100 central and local American and Canadian media on the route, as well as about 300 Ukrainian medias, and we are continuing to expand it.
2. As our experience has shown, a large number of local media comes for the meeting as invited by the local Ukrainian communities.
3. We do hope to obtain mass media support from the USA Embassy in Ukraine and Ministry of Foreign Affairs in Ukraine, as well as the Ukrainian Embassies and Consulates in USA and Canada.
4. Back in Kyiv, we are leaving our headquarters, for active cooperation with Ukrainian and American media.



*A TV interview right on bike*



*Meeting the Ukrainian expat community in Warsaw*



*Meeting Ukrainian ambassador in Poland*

## 6. Background experience

### The bike ride «The Chumaks' way to America»



By now we have already turned into reality two major benefit projects, both in Ukraine and Europe:

#### In 2015



- 40 days
- 10 regions in Ukraine
- 2000 kilometers
- Hundreds of participants joined
- 150 references in media
- 12k UAH of donations

#### Goals

- - A symbolic union of Ukraine;
- - Draw attention to the problems of the war-stricken;
- - Targeted aid to the people affected

<http://proidysvit.org/ru/veloprobeg-zapad-vostok>

#### In 2016



- - 100 days
- - 16 countries in Europe
- - 11000 kilometers
- - Thousands of followers
- - 100 references in media
- - 200 UAH of donations

#### Goals

- Improvement of the Ukraine's image and visibility in Europe ;
- Acknowledgement to the Ukrainian communities for their volunteering support during the war;
- Targeted aid to the war-stricken

<http://proidysvit.org/uk/pro-proekt-veloprobeg-ukrayintsi-v-eyevropi>

## 6. Background experience

## The bike ride «The Chumaks' Way to America»



A selection of references in European media announcing  
“Ukrainians in Europe” bike ride

<http://p.dw.com/p/1lzcZ>  
<http://p.dw.com/p/1lwlm>  
<http://p.dw.com/p/1lzcS>  
[http://www.berlin-visual.com/ru/ukrainskie-velosipedisty-v-Berline#.V0x\\_VcsfBrg.facebook](http://www.berlin-visual.com/ru/ukrainskie-velosipedisty-v-Berline#.V0x_VcsfBrg.facebook)  
<http://www.dnn.de/Dresden/Boulevard/Acht-Ukrainer-radeln-10.000-Kilometer-durch-Europa>  
<http://www.polradio.pl/5/117/Artykul/271352>  
<http://www.polradio.pl/5/198/Artykul/253758>  
<http://www.polradio.pl/5/38/Artykul/252643>  
<http://fkdp.pl/uk/dobroczyanny-rajd-rowerowy-ukraincy-w-europie.html>  
[https://www.youtube.com/watch?v=llOPaEEE\\_Bc](https://www.youtube.com/watch?v=llOPaEEE_Bc)  
<https://www.wroclaw.pl/go/wydarzenia/sport-i-rekreacja/27234-dobroczyanny-rajd-rowerowy-ukraincy-w-europie-wroclaw>  
<https://www.wroclaw.pl/en/wroclaw-for-weekend-may-2022-2016-events>  
<http://u-e-p.eu/praga-blagodijnij-veloprobig-ukra%D1%97nci-v-yevropi/>  
<http://www.ukrajinci.cz/ua/vsechny-aktuality/aktuality+c19/setkani-s-ucastniki-protiteroristicke-operace-na-vychodni-ukrajine-a-sportovci-245-psn-house+a6142.htm>  
<https://www.ukrinform.net/rubric-society/2018460-charity-cycling-ride-ukrainians-in-europe-visits-lublin.html>  
<http://euromaidanpress.com/2016/03/04/ukraines-war-veteran-will-lead-a-10-000-km-bike-ride-around-europe/#arvlbdata>  
<http://24today.net/open/662864>  
<http://www.consolatoucraina.it/news/il-charity-cycle-ukrainians-in-europe-fa-tappa-verona>  
<http://ilpiccolo.gelocal.it/TRIESTE/CRONACA/2016/08/06/NEWS/IN-BICI-DALL-UCRAINA-PER-RACCONTARE-IL-CONFLITTO-DEL-DONBASS-1.13927712>  
<http://amicidellabicicletta.it/spip/spip.php?article2088>

<http://www.fiabverona.it/spip/spip.php?article2088>  
<http://m.larena.it/territori/citt%C3%A0/in-bici-in-centro-con-gli-ucraini-e-tosi-%C3%A8-invitato-1.5042255>  
<https://www.scoopnest.com/user/EuromaidanPress/733333905596678145>  
<https://www.currenttime.tv/a/27987831.html>  
<https://deschide.md/ro/news/social/30707/Bicicli%C8%99tii-ucraineni-care-sus%C8%9Bin-familia-osta%C8%99ului-omor%C3%A2t-%C3%AEEn-Donbas.htm>  
[http://stiri.tvr.ro/10-tineri-au-mers-pe-biciclete-prin-europa-in-sprijinul-victimelor-din-donbas\\_77692.html#view](http://stiri.tvr.ro/10-tineri-au-mers-pe-biciclete-prin-europa-in-sprijinul-victimelor-din-donbas_77692.html#view)  
[http://www.realitatea.md/video-despre-ucraina-de-pe-bicicleta-opt-ucraineni-au-ajuns-la-chi-inpu-dupa-ce-au-cutreierat-toata-europa-pentru-a-povesti-despre-conflictul-armat\\_44111.html](http://www.realitatea.md/video-despre-ucraina-de-pe-bicicleta-opt-ucraineni-au-ajuns-la-chi-inpu-dupa-ce-au-cutreierat-toata-europa-pentru-a-povesti-despre-conflictul-armat_44111.html)  
<http://razom.si/news/uchasnikiki-dobrodilnogo-veloprobigu-ukra%D1%97nci-v-ehvropi-na-vikhidnikh-v-sloveni%D1%97/>  
<http://www.pohlyad.com/news/n/98202>  
<http://www.wherevent.com/detail/OLEG-MAZUR-ZUSTR%D1%96CH-UKRA%D1%97NSKO%D1%97-D%D1%96ASPORI-Z-UCHASNIKAMI-PROEKTU-VELOPROB%D1%96G-%E2%80%9C-CUKRA%D1%97NTS%D1%96-V-%D0%84VROP%D1%96%E2%80%9D-NA-VISTAVTS%D1%96-Blue-Sky-Catastrophe>  
<http://aima.over-blog.com/2016/06/aima-recoit-six-cyclistes-ukrainiens-faisant-le-tour-de-l-europe.html>  
<https://conucrania.com/2016/07/20/%D1%82%D0%B0%D1%80%D0%B0%D0%B3%D0%BE%D0%BD%D1%86%D1%96-%D1%80%D1%8F%D1%82%D1%83%D1%8E%D1%82%D1%8C-%D0%BA%D0%BE%D0%BC%D0%B0%D0%BD%D0%B4%D1%83-%D0%B1%D0%BB%D0%B0%D0%B3%D0%BE%D0%B4%D1%96%D0%B9%D0%BD/>

While we did not pay proper attention to the issue and were actually not prepared for cooperation with foreign media



## 7. Our team

### «The Chumaks' Way to America» BIKE RIDE



Project leader, Konstantyn Samchuk – a Ukrainian traveller, athlete, the ATO war warrior. On his list of accomplishments he has the following: climbs to the highest points of 4 continents: Elborus 5621 m (Europe), Kilimanjaro 5895 m (Africa), Kostiushko peak 2228 m (Australia), as well as the solo climbs of Aconcagua 6962 m (South America) and others. As for the sea travels, the following should be mentioned: participation in the world cruise on the “Rusych” (ancient Slavonic bark replica), a solo cruise on an inflatable rowing bidarkee over the deserted Philippines islands. 11 thousand kilometers around Europe on bike.

Our team is made up of the ATO war soldiers, the Maidan Revolution participants. Volunteers and simply patriotic cyclists. They are physically sound and sturdy people, ready to give away a part of their lives to help others. They are also experts in their areas, related to PR

- Semak Maksym – expert in satellite navigation, bike traveller
- Smilanov Oleksiy - traveller, startuppper
- Pivovar Oleksandr – designer, photographer
- Khyzhniak Ihor – businessman, cyclist
- Vynohradov Oleksandr – bike traveller, IT-expert
- Sobol Denys – public person, sportsman
- Varha Daryna – cycling volunteer, PR expert



## 7. Our team

## The bike ride «The Chumaks' Way to America»



- Moroziuk Andriy – marketing expert, scriptwriter
- Pidruchniy Olexander – camera engineer, picture editor
- Chemodanova Lilia - journalist, cyclist



*A French newspaper highlighting the "Ukrainians in Europe" bike ride in 2016*



*An Italian newspaper highlighting the "Ukrainians in Europe"  
bike ride in 2016*

## 8. Why you should help us?

«The Chumaks' Way to America»  
THE BIKE RIDE



- The bike ride “The Chumaks’ Way to America” is first of all a travelling project. We are wandering throughout North America, highlighting the way people live, in small towns and cities: daily routine, roads, culture, relationships, other peculiarities, nature, architecture and lots of other things. Travelling is something that will always be interesting to watch for everyone.
- The bike ride “The Chumaks’ Way to America” – is a true generator of positive news in an ocean of the negativism continuously poured out from TV screens and monitors onto an average Ukrainian. Each person should start his day with good news and it is definitely more pleasant to finish off your day in the same way. *Good news is something you need sometimes, for a change:)*
- The bike ride “The Chumaks’ Way to America” is a charitable project. Funds raised during the trip will be given as an aid to those war-stricken in the Donbass area: families of the soldiers killed in battle, wounded soldiers, family based care homes that left the occupied area. *Patriots will always help other patriots.*
- The bike ride “The Chumaks’ Way to America” is also a sports project. We are riding our bikes over very long distances, 100-200 km daily, while in total you’ll get an amazing number over 10 thousand kilometers. In any weather conditions, with any physical state and moods, overcoming weariness, pain, cold, heat, thirst, injuries, breakdowns and other externals we strive to arrive to the next destination point in time. *Sport is a true symbol of peace and mutual understanding among nations.*