TV COMPANY MOTORS FOR MACMILLAN: ROUTE 66 – THE ULTIMATE CHALLENGE

Thursday 4 September, 2014

London via LA to NY, September 2014

A British TV production company is aiming to raise £250,000 for Macmillan Cancer Support by taking part in a "challenging road trip across the USA".

Jamie Branson, Chairman of View TV Group, is joining forces with his colleagues at Only Motors – a production company within the Group – to drive from LA to New York via the famous Route 66. The idea is to make 12 TV programmes in just 12 days.

The event, which was dreamt up by Branson, kicks off with a flight from London on 21st September 2014. Once in the States, the crew will steer across the star spangled continent, stopping off to make various TV features every day.

Branson said: "This is undoubtedly going to be a challenging road trip across the USA. But it'll be worth it. Macmillan has supported both me and my family over the past couple of years, and various members of the team have benefited from Macmillan's support when they lost relatives to cancer. Consequently we all felt compelled to support all charities fighting the effects of this deadly disease."

The entrepreneur added: "Being in the media means we're clearly able to raise awareness about cancer, and as we're all about cars at Only Motors, we can do it in an entertaining, imaginative way.

"We'll be covering 4,000 miles of tarmac in not just any car – it'll be an electrically powered motor. But the real test is completing more than 100 scenes of film shoots while we're out on the road and at our pit-stops."

The challenge has been separated into 12 days, visiting 12 towns and cities as follows:

21st September - Day 1 – London to Los Angeles
22nd September - Day 2 – Los Angeles to Las Vegas
23rd September- Day 3 – Las Vegas to Holbrook
24th September - Day 4 – Holbrook to Albuquerque
25th September - Day 5 – Albuquerque to Amarillo
26th September - Day 6 – Amarillo to Tulsa
27th September - Day 7 – Tulsa to Springfield
28th September - Day 8 – Springfield to St Louis
29th September - Day 9 – St Louis to Chicago
30th September- Day 10 – Chicago to Indianapolis
1st October - Day 11 – Indianapolis to Pittsburgh
2nd October - Day 12 – Pittsburgh to New York

For the detailed plan of each city visited, including stop locations, local features and evening entertainment please see http://onlymotors.com/route-66/

Some money raised for Macmillan by Only Motors' '*Route 66 – The Ultimate Challenge'* will be through sponsorship of the vehicle. There is still time for companies to help.

To find out more please contact:

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About Only Motors

Only Motors is a motoring television Production Company with a web, mobile and tablet viewing platform

Media:



Related Sectors:

Charities & non-profits ::

Related Keywords:

Macmillan Cancer Support ::

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athttp://onlymotors.com. The team at Only Motors produces more than 100 pieces of video content per month and over 100 fresh news stories per month to provide a one stop interactive portal for motoring and entertainment in the UK.

About Macmillan

“When you have cancer, you don’t just worry about what will happen to your body, you worry about what will happen to your life. At Macmillan, we know how a cancer diagnosis can affect everything and we’re here to support you through. From help with money worries and advice about work, to someone who’ll listen if you just want to talk, we’ll be there. We’ll help you make the choices you need to take back control, so you can start to feel like yourself again.”

No one should face cancer alone. For support, information or if you just want to chat, call MacMillan free on 0808 808 00 00 (Monday to Friday, 9am–8pm) or visit macmillan.org.uk.

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