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**IF YOU HAD ONLY ONE DAY TO LIVE, WHAT WOULD YOU DO?**  
*Four Guys' Quest to Complete List of 100 Things to Do Before They Die  
While Inspiring and Helping Others Seize the Day*

**- "The Buried Life Tour" Makes U.S. Debut September 2007 -**

**SAN FRANCISCO (Aug. 30, 2007)** – What do you want to do before you die? It's easy to understand how people's dreams can become buried beneath the day-to-day responsibilities of life. Inspired by an 1852 poem by Matthew Arnold they read in English class, four ambitious college students from Canada have embarked on a mission dubbed "The Buried Life Tour" ([www.theburiedlife.com](http://www.theburiedlife.com)) with a goal to realize 100 of their life dreams before they die, while challenging and helping others to create and achieve their own personal list of life goals.

The Buried Life Tour today makes its U.S. debut at the Burning Man 2007 festival in Black Rock City, Nev., where founding crew members Duncan Penn, Jonnie Penn, Dave Lingwood and Ben Nemtin from Victoria, British Columbia will cross #77 off of their list. From there, the crew will continue in a retro 1970 purple bio-diesel bus on a two-month, 10-city tour through western US and Canada to fulfill more items on their list, while inspiring and helping at least 100 strangers to also realize their dreams along the way.

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“The four of us started The Buried Life Tour in an effort to challenge our generation’s collective apathy toward just about everything,” said Ben Nemptin, co-founder of The Buried Life Tour. “It seems that Gen-Y is content to not let our voices be heard – there’s no passion. So, we decided that if we get out and ‘walk the talk’ -- living our lives with passion and showing that you CAN accomplish your life’s dreams if you go after them -- perhaps we could encourage others to do the same.”

While touring across the U.S., The Buried Life crew plans to cross off as many goals as possible on their list (complete list found at [www.theburiedlife.com/list](http://www.theburiedlife.com/list)), ranging from drawing a mural for charity (#15) and dancing on stage at a major concert (#50), to skydiving (#48) and dancing with Ellen on the “Ellen DeGeneres Show” (#79). For every event The Buried Life team participates in, they also will assist a stranger in accomplishing something on his or her list of things to do before he/she dies.

After sparking widespread interest and following throughout Canada, where the four students appeared in countless newspaper articles, radio and TV programs, their message has already made its way across the border, resonating with brands like Levi’s, which has jumped on board to help make the U.S. Tour possible by providing resources that will help the guys realize some of their goals.

“The Buried Life Tour is a mission that the Levi’s® Brand feels extremely passionate about – to inspire optimism in people to live everyday as if it were their last. We immediately believed in the spirit of the cause and are thrilled to help make it a reality,” said Doug Sweeny, Director of Brand Marketing, Levi Strauss & Co.

Individuals can logon to [www.theburiedlife.com](http://www.theburiedlife.com) and post a list of things they want to do before they die. In the coming weeks the site will expand into a social networking page where people can meet one another and, when they’ve accomplished a goal, can reach out to mentor others who wish to achieve the same goal.

### **About The Buried Life**

With their mission to inspire people to live life with passion, and to set and achieve life goals, The Buried Life Tour began as a two-week road trip across Canada in August 2006 where founding crew members, Duncan Penn, Jonnie Penn, Dave Lingwood and Ben

Nemtin from Victoria, British Columbia completed 29 of the 100 items on their list while helping others to achieve their goals along the way. They've already generated a cult following throughout Canada and the U.S., and have inspired hundreds of individuals to go out and live life while reaching out to help others.

The complete adventure is being chronicled in a feature-length documentary anticipated to premiere in film festivals worldwide in Fall 2008. For more information on The Buried Life tour, contact Linda Landers at Girlpower Marketing ([www.girlpowermarketing.com](http://www.girlpowermarketing.com)) or call (949) 459-1416.

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