

“Not Only A Currency” Tour 2020 a European Music Road Trip by Bike



Introduction

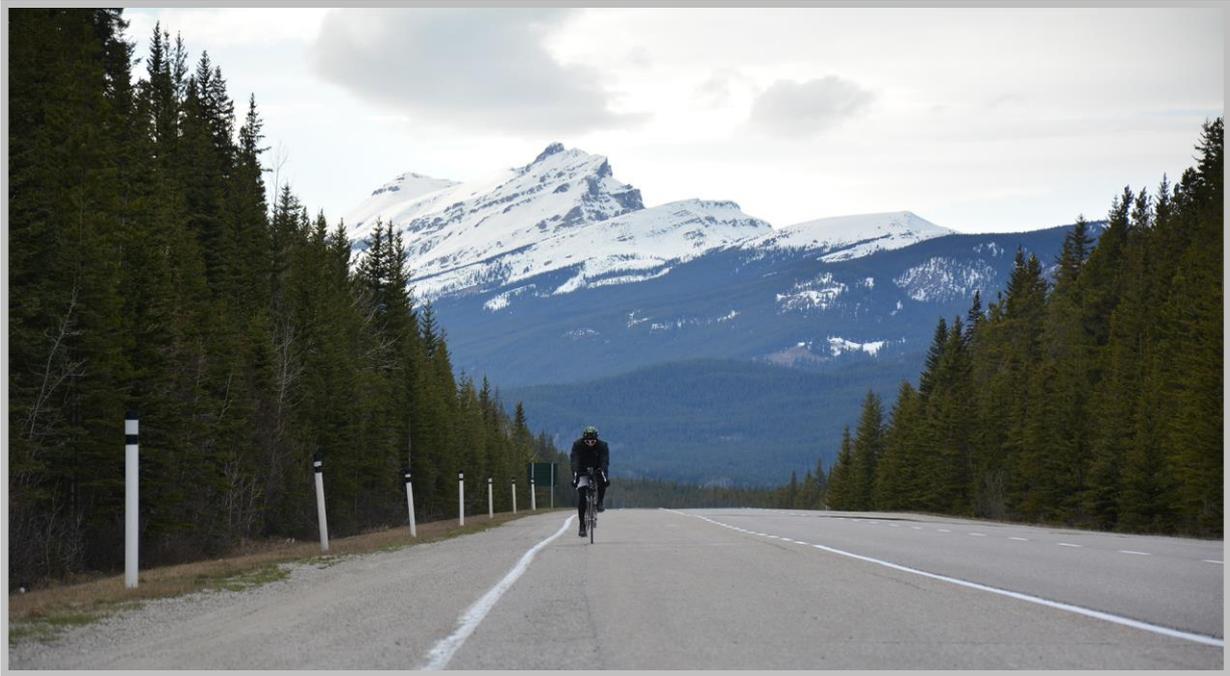
The singer & songwriter TOZ Antonio Piretti will be biking, in solo mode, for more than 6.000 km across 16 countries throughout Europe playing concerts along the way, presenting his new album “Three” and strengthening the spirit of unity and collaboration.

“Not Only A Currency” is not a political message, it is a personal vision: “19 countries are using the same currency, but are we really united? Common roots, a past of fights but of relationships too, I feel that we could collaborate better together with a stronger European sense of belonging. Being abroad for a long period, I had the opportunity to live and experience that as Europeans we have deeper roots than we think. Respecting and enhancing the individual differences we should have a more collaborative and constructive mutual approach, seeking true brotherhood for a brighter future for all of us. Should we wait to see on a TV screen an Official European soccer team to feel us as Europeans, or can we just start before that day?”

Why a music tour by bicycle?

“I feel this is a wonderful way to present my new album, ‘cause music & sport are fundamental parts of my way of life”

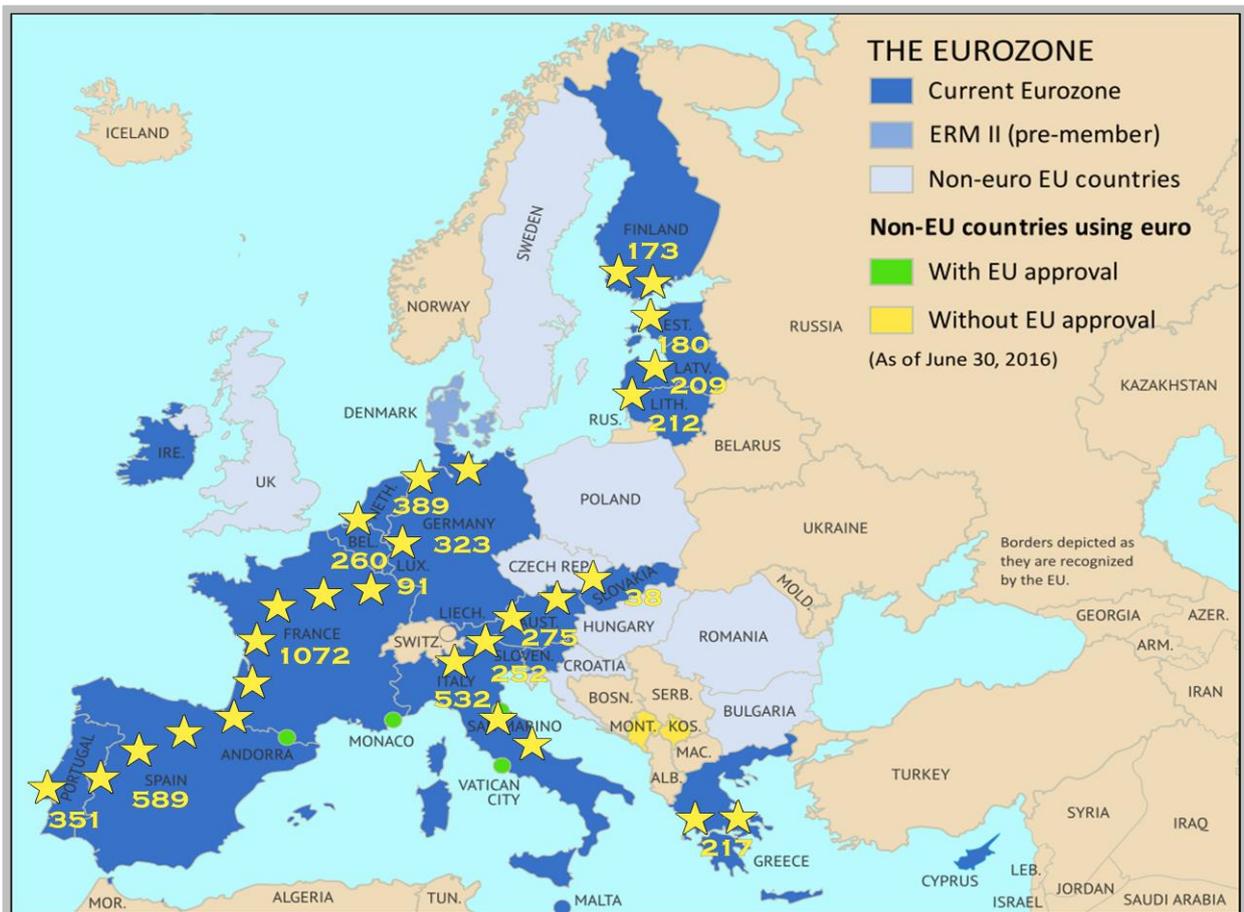
TOZ’s approach as a songwriter is natural and down-to-earth. Not only how he is presenting his music, voice & guitar but how he is travelling and connecting with people, playing concerts along the way in all kind of places and exploring the regions and their diversity in a more profound way, in a natural human pace, on a bike.



The Project – “NOT ONLY A CURRENCY”

After an epic coast-to-coast tour across Canada in 2017 of 6.034 km, TOZ is picking up the bike again, in a solo mode, with a bike and a trailer he will be facing all kinds of challenges.

Pictures, videos and stories will be documented and promoted.



Tour Details & Events Schedule

Name: Not Only a Currency - **Type:** music tour on a bike - **Time:** from June to October 2020

Tour: Starting from Germany touching each European mainland's country using Euro as a currency

Schedule: a total of 16 countries for 5.138 cycled: Germany (15 - 21 June), Netherlands (22 June), Belgium (23 - 27 June), Luxembourg (28 - 29 June), France (30 June - 13 July), Spain (14 - 26 July), Portugal (27 July - 3 August), Finland (21 - 23 August), Estonia (24 - 27 August), Latvia (28 - 31 August), Lithuania (1 - 5 September), Slovakia (6 - 7 September), Austria (8 - 12 September), Slovenia (13 - 15 September), Italy (16 - 23 September & 2 - 4 October), Greece (24 - 30 September)

Music: the new album "Three" consists of eight songs written by Toz in English, with pop-rock vibes

Concerts: the live events will be planned according to the rules restrictions of each country caused by the recent virus pandemic. There will be public events, house events, and street events. Where it will be possible to play in public places, it will be done, where it won't be possible there will be also many house concerts and sometimes street concerts along the way. Toz intention is to share his music & messages however and wherever it will possible, with public or private concerts.

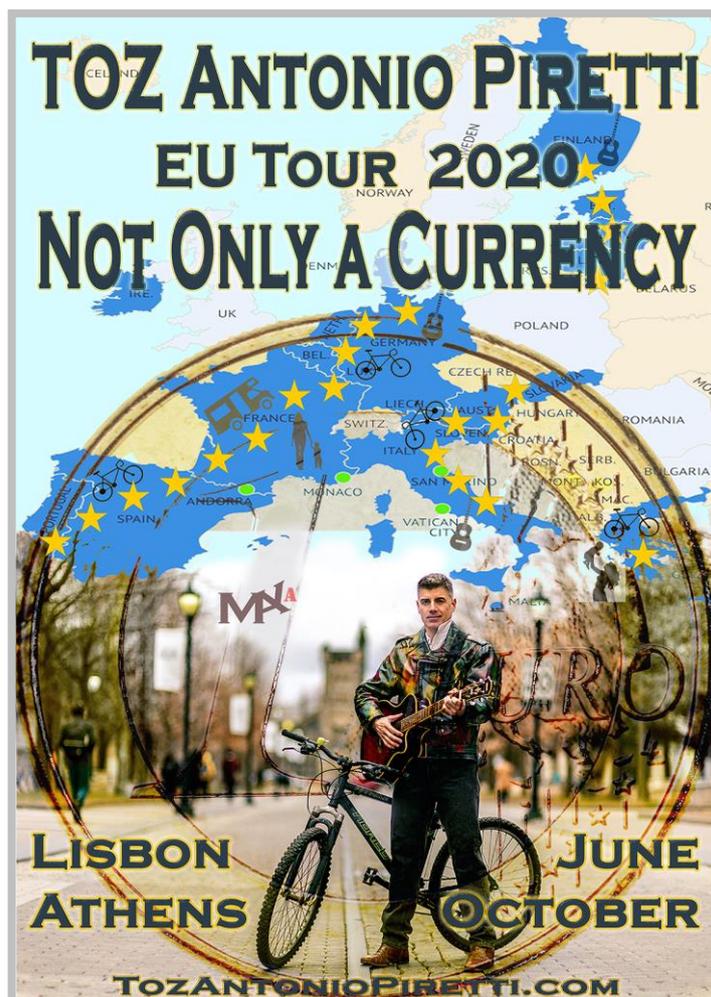
Biking: indicatively an average of 90 km per day

Travel: in the original tour plan his wife & little daughter should have accompanied him with a camper, but since a new son is expected for the middle of August 2020, in the new "Plan B" (that took place since the pandemic virus and the consequent postponement of the original tour planned for April to July) he has to go alone with his bike and a trailer in which to carry all his musical equipment and belongings, for a global weight of around 150 kg including himself.

Organization & Administration Team:

his wife Maybritt will manage the schedule of the concerts and the overnight hospitality

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A Look Back: 2017 The Great Canadian Cycling & Music Tour



Tour "From The Roots In The Right Direction"
TOZ biked from Vancouver (Pacific) to the Halifax (Atlantic)
27th April 17 – 4th July 17 – 6.034 km – 140 km each day
13 gigs performed in Canada's main cities

Link: antoniopirettitoz.com/in-the-right-direction-tour

Sponsors 2017



Media - Press - 2017

Interview – Antonio Piretti TOZ [Canadian Beats \('17\)](#)

Musician Antonio Piretti rides bike for cross-country concert tour [InsideToronto.com \('17\)](#)

44 giorni per attraversare il Canada in bici, Toz ce l'ha fatta. E ora un nuovo progetto in Italia [Agenziadire.it \('17\)](#)

"Italian-born Antonio Piretti is celebrating Canada's 150th with a cycling/music tour from Vancouver to Halifax" [Canadian Immigrant \('17\)](#)

From coast to coast for MSF: Musician bikes and sings across Canada to raise funds MSFCanada ('17)

"From The Roots In the Right Direction – 6,000km Music Cycling Tour Celebrates Canada 150" [Pedal Canada's Cycling Magazine \('17\)](#)

Una voce, una chitarra e una bicicletta! [Corriere Italiano Montreal \('17\)](#)

Toz, il ciclocantautore italiano che ha sedotto il Canada [BikelItalia.it \('17\)](#)

Il Canada 'coast to coast', una bicicletta e una chitarra: la 'folle' idea di Toz [AgenziaDire.it \('17\)](#)

'Toz', 6600 km in Canada con bici e chitarra" [Il Resto Del Carlino - Bologna \('17\)](#)

Canada 150 Tour [CityLifeMagazineVaughan \('17\)](#)

A song, a bike & a dream [Mississauga News \('17\)](#)

Antonio Piretti (TOZ) - Canta e pedala attraverso il Canada [L'Ora di Ottawa \('17\)](#)

Fundraising tour starts in King [King Sentinel \('17\)](#)

da Vancouver ad Halifax con bicicletta e chitarra [Il Cittadino Canadese \('17\)](#)

Marketing & Sponsoring & Contributions

How to join the project and to be part as partner, sponsor or supporter in this authentic, natural and unique project.

Partners: provide a service for the realization of the tour and we will supply our visibility according to that.

Sponsors: (1 € => 1 km cycled) provide an economic contribution at will, connected to the mileage cycled in one or more countries. The visibility delivered by our communication (see the below options) will be in accordance with that. In the following pages, see the 2 charts of the route split by km for each crossed country.

Supporters: (1 € => 1 km cycled) everyone can offer support in different ways from buying CDs, USBs, MP3s, gadgets, to sharing info on social media or with a small donation. As a funny action, if you provide a contribution related to the mileage cycled in a specific country, your name will appear in that country on our route map (this won't happen for those wishing to remain anonymous). In the next page 2 charts of the route divided by km for each crossed country.

These are the options in progression of what we can offer in our communication:

- sponsors/partners names inserted on the dedicated tour page on the official website (antoniopirettitoz.com), inserted in all the newsletters emailed to the owned database of subscribers (11.500 members – usually 1 email per month, see the chart in the next page for details), tagged in social media posts & pictures (Instagram, Facebook, Twitter, YouTube, LinkedIn, etc. – during the tour daily updates (17.500 “socials” contacts in overall, see the chart in the next page for details)
- as in the previous option, plus logo printed on apparel worn while biking.
- as in the previous option, plus logo presence on the events promotion and during the concerts: project introduction with videos & announcements and logo-integration on printed materials (when available, according with the location).
- available other great sponsorship options as: bike or camper branding, cap, clothing, guitar picks and various merchandising gadgets. For more details or further information, we suggest a personal contact.

The tour will be a great opportunity for storytelling on any social media channels and website too.

The tour will be promoted in each country along the itinerary with both national and international media (radios, Tv, press, blogs, newspapers, etc.).

Daily biking achievements will be documented and saved on Strava and Runtastic.

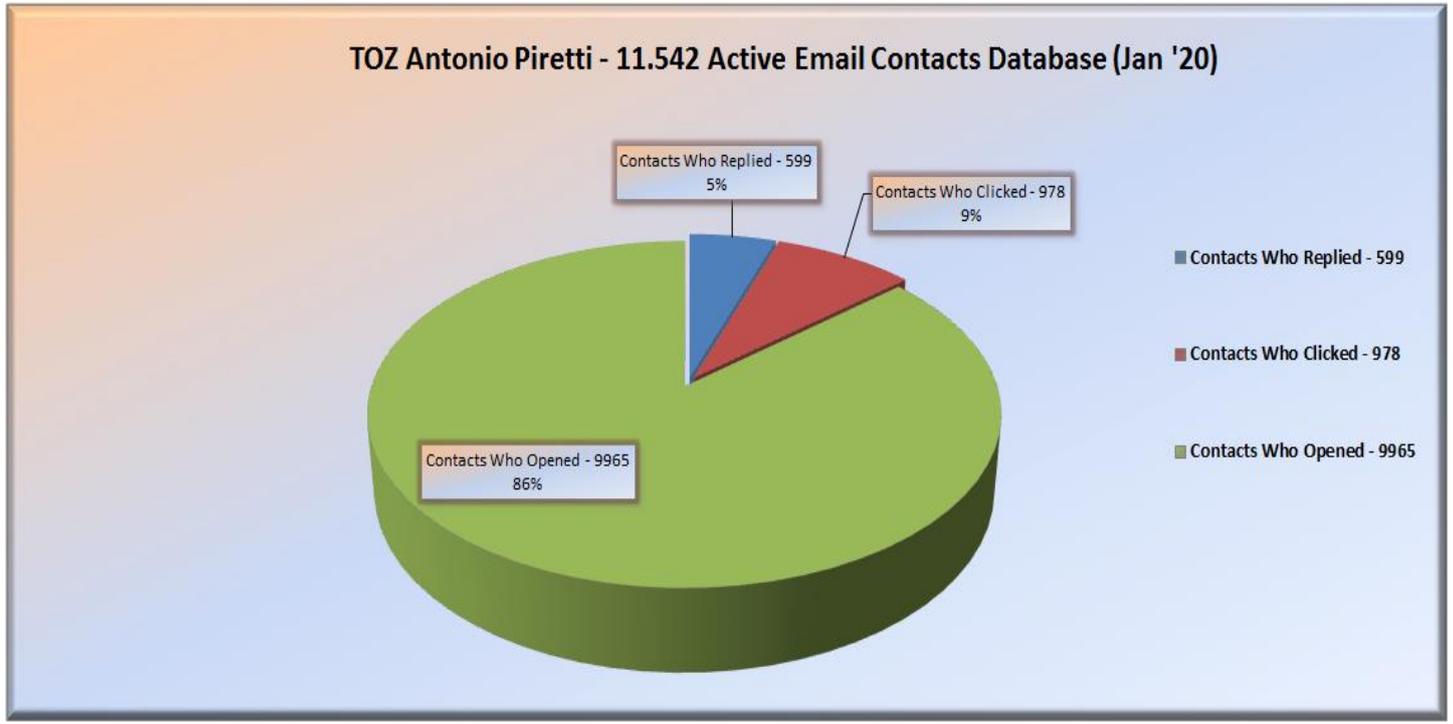
The official artist website antoniopirettitoz.com will be daily updated in the “dairy” section to share thoughts and experiences of the tour.

Be part in this unique music-cycling adventure across the European continent, let's get in touch.

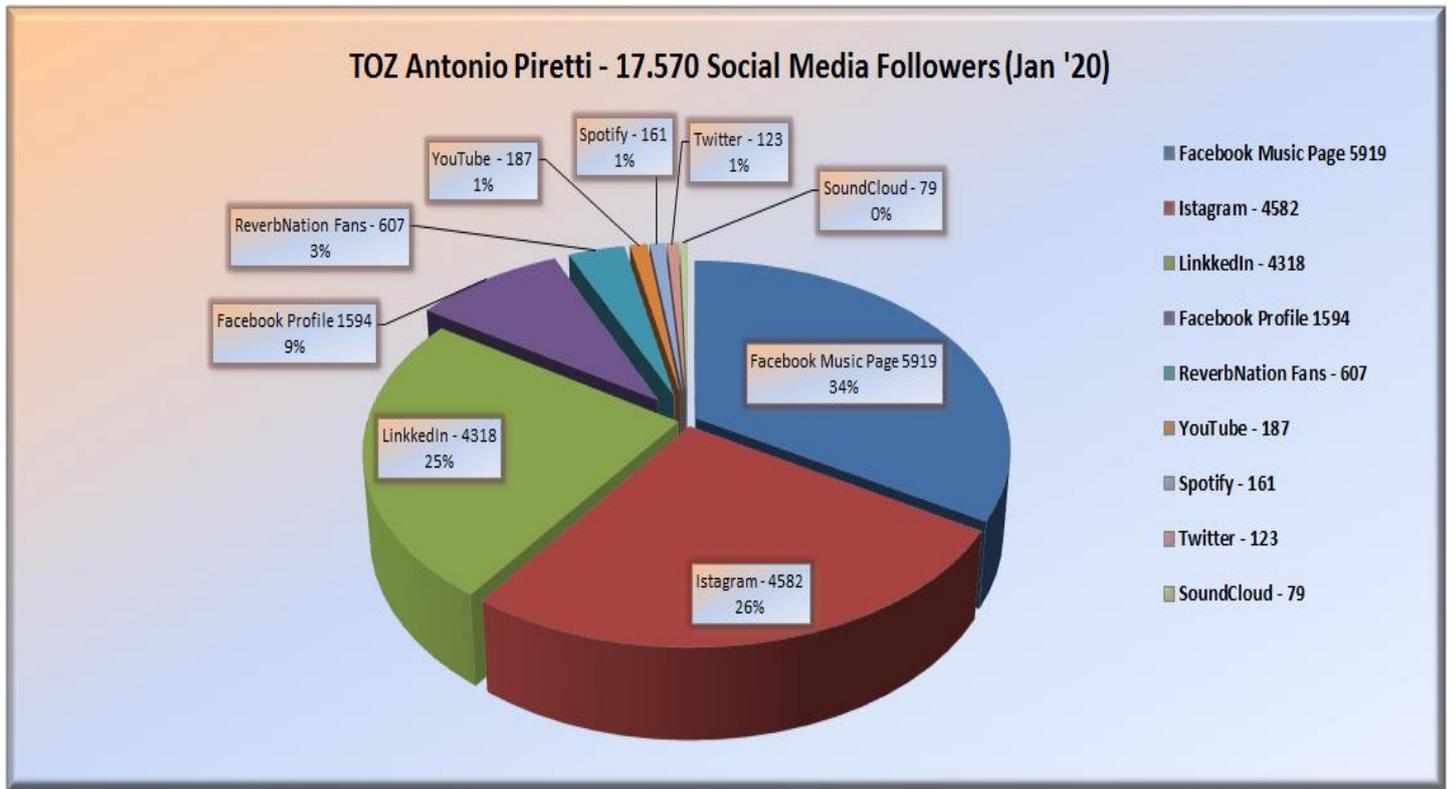


Database Contacts & Social Networks

The fans database (11.500 email members) will be updated with periodic newsletters (1 email per month)

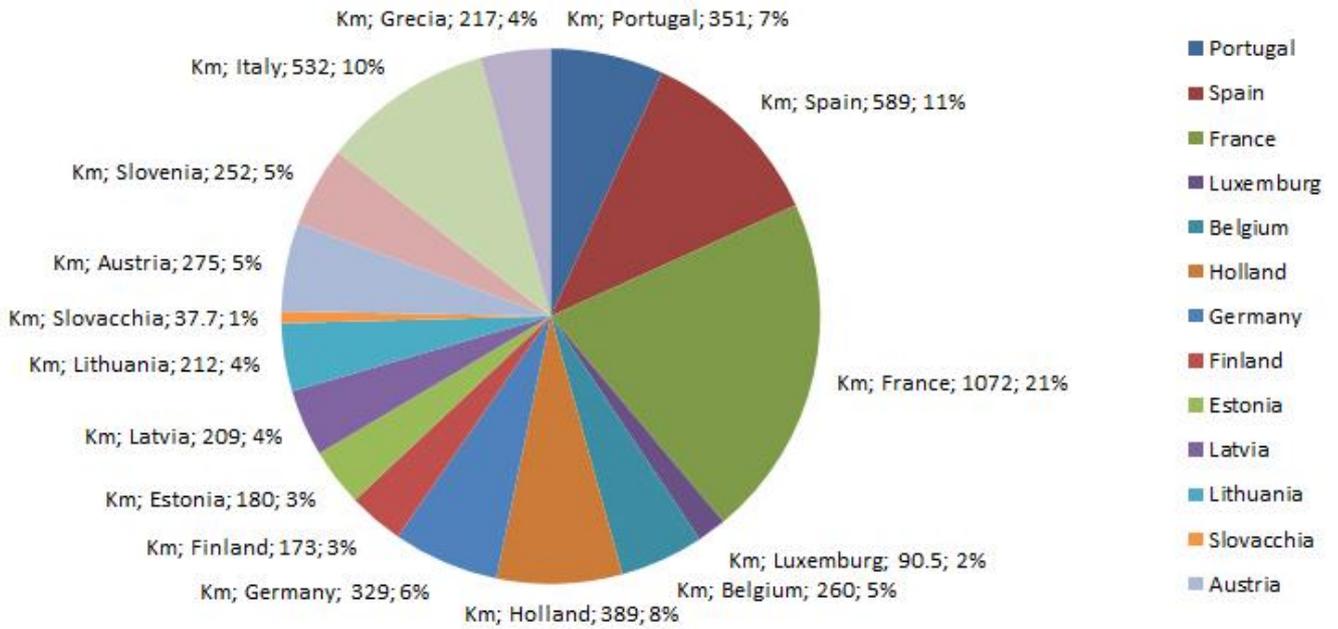


Pictures / videos will be daily posted on our social media channels.

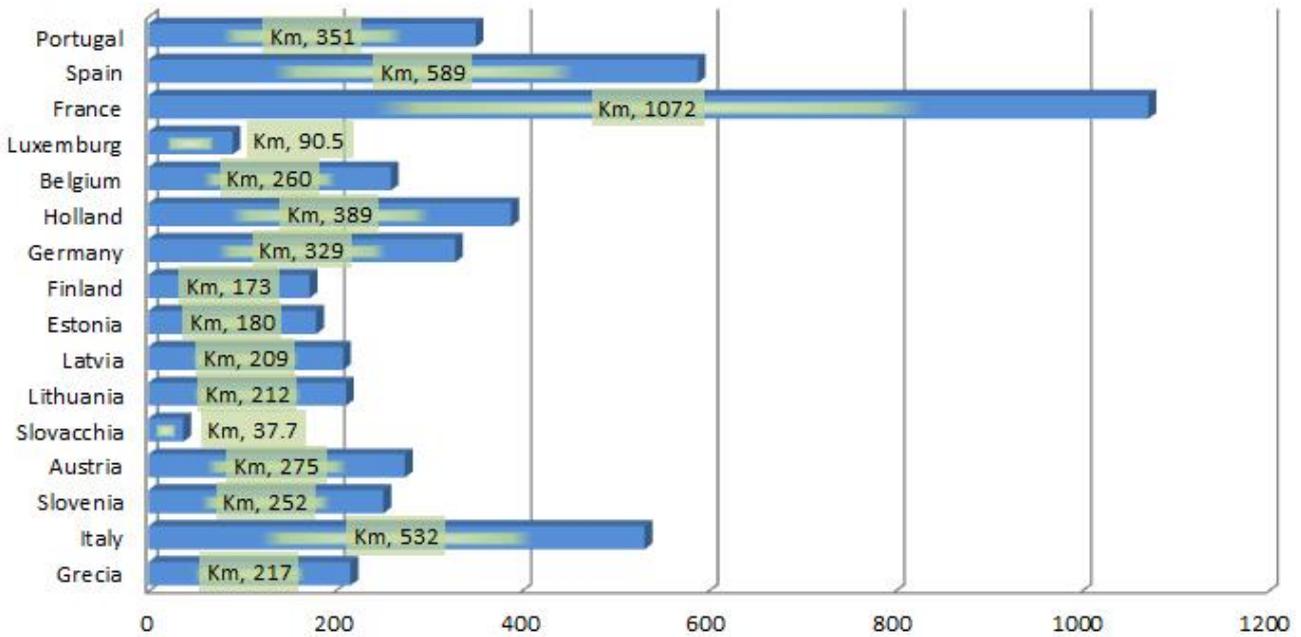


Tour "Not only A Currency" - km pedaled per country traveled. Total Km 5169

Tour - "Not Only A Currency"
Total Cycled Km 5.169 divided by Country



Tour - "Not Only A Currency"
Total Cycled Km 5.169 divided by Country



TOZ Antonio Piretti – About

“As a singer & songwriter I am sharing messages that make people reflect and motivate them to do better. That is why I am writing music.

I had it all, a great business career, well-paid jobs and I founded my own company. At one point in time, I couldn't see a sense anymore in just running behind the money and I started to look for a more profound meaning in my life. I found it in music. In 2005 I started the journey learning guitar and beginning writing my own songs.

From that time until now I could develop my musical career continuously, recording albums and played countless gigs in Canada, US, and Europe.

As a man & visionary I like to challenge myself, as I did it all over my life, as a student, as an entrepreneur and as I'm keeping on bringing my music project around: in 2015 “Roommates of the Same Planet” in Canada, in 2016 “Unconventional” in Europe, in 2017 “EnjoyWild” in Italy and the cycling-music tour “From the Roots in the Right Direction” across Canada, my last of those challenges. Now, with a brand new album in my hands, I am ready for the next one”.

Quotes from the Press:

- [“Italian-born Antonio Piretti is celebrating Canada’s 150th with a cycling/music tour from Vancouver to Halifax”](#) - Canadian Immigrant
- [“The Daring Issue”](#) – Nikki Gill - Post City Magazines Toronto
- [“Musician Antonio Piretti rides bike for cross-country concert tour”](#) - Justin Skinner - InsideToronto.com
- [“Interview – Antonio Piretti TOZ”](#) - Jenna Melanson - Canadian Beats
- [“A Song, a Bike & a Dream”](#) - Margaret Jetelina - Mississauga News
- [“Music meets Adventure TOZ Antonio Piretti a musician with muscles”](#) – Eric Hayes – Lifoti Magazine
- [“Antonio Piretti, più "Stronger" che mai!”](#) - Fabrizio Intravaia - Corriere Italiano Montreal
- [“Toz, il ciclo-cantautore italiano che ha sedotto il Canada”](#) – Giselle Martino - Bikeltalia.it
- [“Toz’, 6600 km in Canada con bici e chitarra”](#) - Francesco Moroni - Il Resto Del Carlino – Bologna
- [“44 giorni per attraversare il Canada in bici, Toz ce l’ha fatta. E ora un nuovo progetto in Italia”](#) - Marcella Piretti - Agenziadire.it
- [“Man gives up big salary to busker on the street”](#)- Rob Malcolm - Global Toronto News
- [“Piretti writes songs about social issues he hopes to change...”](#) - Laura Kane Staff Reporter – The Toronto Star
- [“He is taking a new approach on his live show and throughout October he toured across Canada bringing his acoustic show alive with visuals like pictures and videos to bring life to his songs.”](#) - Amanda Hather - Canadian Beats
- [“L’Italia che decide di partire: un giovane cantante di Bologna a Toronto”](#) – StreetLifeCamera VoglioVivereCosi.com
- "Antonio vorrebbe cambiare il mondo.." – Paolo Siraco - L'Ora di Ottawa

..from a poem to a song, from a street to any kind of stage.. if you'll be able to see everything when there's nothing yet.. then, we'll be in tune.. TOZ Antonio Piretti

Official Artist Website: AntonioPirettiToz.com

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[instagram.com/tozantoniopiretti](https://www.instagram.com/tozantoniopiretti) -



[youtube.com/byToz](https://www.youtube.com/byToz)



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twitter.com/TOZmusic -



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