

From coast to coast for MSF: Musician bikes and sings across Canada to raise funds



Antonio Piretti riding his bike as part of Roots in the Right Direction Tour, initiative that goes along 6,600 Canadian kilometers.

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By Lucia Yglesias

Antonio Piretti has been riding his bicycle across Canada from the Pacific to the Atlantic Ocean since April 27 in order to raise money for charities, including Doctors Without Borders/Médecins Sans Frontières (MSF). Piretti and his wife Maybritt Assmus launched the Roots in the Right Direction Tour out of concern for children affected by conflict, poverty and poor health.

“MSF is in particular meaningful to us because it supplies immediate help for children in need, even in places that have been forgotten by the world,” said Piretti. “We truly admire that MSF is also active in areas and crises off the beaten path of public attention or other charity involvements.”

Piretti feels especially connected to MSF’s work in Central African Republic and the ongoing "ignored crisis" in Yemen, where MSF has maintained a presence since 1994, providing medical assistance to more than 14 million people who don’t have access to healthcare.

Piretti and Assmus’ charitable initiatives don’t end with the Roots in the Right Direction Tour. They also founded **Art Takes Action for Charity**, which hosts art events to support charities like MSF. He says fundraising is not a simple task, but it has changed his life.

"We want to give our contribution to further children's health. Health is the foundation and MSF does amazing work to supply children and adults with medical care all around the world."

The couple appreciate not only MSF's ability to reach remote populations, but also MSF's core value to speak out regarding humanitarian issues like global migration. "MSF raises its voice for the people whose voices can't be heard, and raises awareness."

For Piretti, this fundraiser looks for meaning beyond material things. Riding his bike for more than six hours daily – an average of 140 km per day – can be a daunting physical challenge, but for "a meaningful cause" he is willing to do whatever it takes.



- [Read more about Art Takes Action for Charity](#)