

“Not Only A Currency” Tour 2020 a European Music Roadtrip by bike



Introduction

The singer & songwriter TOZ Antonio Piretti will be biking for about 6.000 km across 16 countries throughout Europe playing concerts along the way with the aim of strengthen the European spirit of unity and collaboration.

“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?”

NOT ONLY A CURRENCY is not a political message, it is a personal vision.

Why a music tour by bicycle? 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. Together with his family (Italian-German) he will be facing all kinds of challenges.

Pictures, videos and stories will be documented and promoted. His wife, MAY, will follow the storytelling part of the tour. Besides all the tour documentation, she will get in touch with people of each country along the way documenting their views on Europe.



Tour Details & Events Schedule

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

Tour: Starting from Portugal touching each European mainland's countries using €uro as a currency

Schedule: a total of 16 countries, Portugal, Spain, France, Luxemburg, Belgium, Netherlands, Germany, Finland, Estonia, Latvia, Lithuania, Slovakia, Austria, Slovenia, Italy, Greece

Biking: an average of 120 km per day with 2 days of break per week to host gigs

Concerts: one or more gig(s) in each country, according to the path cycled.

Travel: also on board of the project is his wife MAY and his little daughter MAYA. They will support TOZ driving the mobile home, being his pit stop on travelling days, back-office and shelter while biking

Organization & Administration Team: cool@antoniopirettitoz.com

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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 a sponsor or supporter in this authentic, natural and unique project.

Our partner names will be part of the tour communication and of its memories (videos – documentaries):

- sponsor names tagged in social media posts & pictures (Instagram, Facebook, Twitter, YouTube, etc.)
- 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, logo-integration on printed materials.
- 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.)

Stories, videos and pictures daily on our social media channels as Instagram, Youtube, Twitter, Facebook.

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, experiences of each day of the tour.

The artist fans database (15.000 of email) will be updated with periodic newsletters

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



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 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
- [“Una voce, una chitarra e una bicicletta!”](#) Corriere Italiano Montreal
- [“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.”](#) Canadian Beats - Amanda Hather
- [“Antonio in arte Toz è un musicista che ha guardato dentro di sé ed ha preso la decisione di vivere di musica..”](#) - Pierpaolo Corso - Thewaveinvasion.com
- [“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.. Antonio Piretti TOZ

Official Artist Website: AntonioPirettiToz.com

 [instagram.com/tozantoniopiretti](https://www.instagram.com/tozantoniopiretti) -  [youtube.com/byToz](https://www.youtube.com/byToz)
 [facebook.com/Antonio.Piretti.TOZ](https://www.facebook.com/Antonio.Piretti.TOZ) -  twitter.com/TOZmusic