## The Biggest Journey starts in Edinburgh

▼ This afternoon if you go to Edinburgh International Climbing Arena you will meet........Stuart Potter. He will be there to launch his fundraising cycle run.

Edinburgh man Stuart Potter has always loved cycling and he is now using it to raise funds for the charity, Mind. This is the primary aim of his cycle from Edinburgh to London but at the same time he recognises the positive benefits of taking exercise in the outdoors. He will set out on his way to the capital by bike on 19 June 2012 and will be making Four Stops to deliver presentations to members of business organisation 4Networking along the way, with the aim of raising a minimum of £4000.

Stuart's venture has already garnered huge support from 4Networking, his employers Veecom Systems and a wealth of friends, clients and associates.

A successful social media campaign has helped dramatically boost awareness, with the <u>@biggestjourney</u> twitter account welcoming more than 800 followers, including 100 within 24 hours of going live.

This is set to be quite a summer as Stuart and his wife are also awaiting the arrival of their second baby in August, but it was only last year that Stuart recognised the signs of his depression and sought medical help.

With appropriate treatment, Stuart is now coping with his depression and looking forward to the future with hope.

## He said:

"Really it is my love for my family, and my desire to conquer

depression to be a better husband and father, which prompted my first step and now Biggest Journey. We are very excited about the arrival of our second child in August. It's going to be an incredible summer."

For more information and to follow Stuart's Biggest Journey, visit <a href="https://www.www.biggestjourney.com">www.www.biggestjourney.com</a> with live updates and blog, and follow <a href="mailto:objectjourney">objectjourney</a> on Twitter.