

# Cycling for UNICEF – in the office....

Edinburgh Production Company 20/20 aim to raise over £725 for UNICEF in 25-day cycling challenge – Le Tour de 20/20 – to celebrate the company's 25<sup>th</sup> year in business. Each member of the 20/20 team cycled 25 minutes a day to complete a total of 2,020 miles in just 25 days.

They have recorded vlogs to document their progress. This is the first where they explain what they were setting out to do.

20/20, founded in 1990 by MD Alastair Scott and CEO Andy McKay, has had a successful 25 years in business creating high-profile communications that deliver client messages to stakeholders, employees, colleagues and customers. The 20/20 team utilise its four key skills – creative, digital, film and events – and use the latest technologies and specialist experience to achieve great results.

[20/20](#) currently has three offices across the globe – in Edinburgh, San Francisco and most recently, Dubai.

Speaking about the 25<sup>th</sup> anniversary Alastair Scott, 20/20 Managing Director, said: “The past twenty five years have flown by, we exceeded all expectations in the first years of the business and have continued to grow from strength to strength.

“We couldn't do the work we do without our great team and this Le Tour de 20/20 challenge is testament to that.”

UNICEF is the world's leading children's organisation, in the UK and 190 countries around the world. They work to champion children's rights, win support and raise money through public donations and government contributions. UNICEF's ultimate

goal is to do whatever it takes until every child is safe.

Donations are still being collected  
at [www.justgiving.com/2020productions](http://www.justgiving.com/2020productions)