



ARCTIC CIRCLE – YUKON PROJECT

AUTUMN 2021



"I am just an average Joe doing the unthinkable to inspire people find their passion, pursue their dreams, unfold love, and discover happiness to ultimately, make this world better.

Joseph Michael Kai-tsu Liu

A.K.A. JMK

Barefoot Runner

Explorer • Adventure

Photographer

• Gear Tester • Social

Media Influencer

Photo by
@runningtotheendoftheworld

Brand Ambassador



2013-2014 ACOMPLISHMENTS

LEG 1: CANADA - MEXICO

4,654km Solo & Semi-Barefoot Run



2014 MALE
RUNNER
OF THE YEAR

CANADIAN
Running



Montreal, QC
Jul 2, 2013

West Chester, PE
Aug 19, 2013
803km

Charleston, SC
Oct 2, 2013
781km

Corpus Christi, TX
Dec 21, 2013
1,408km

Tuxtla Gutierrez, CHI
Oct 29, 2014
1,662km



Nominated
for the 2014
National Athlete
Award



49 CORPORATE
SPONSORS &
160 HOSPITALITY
SPONSORS



MOST RELEVANT REACH

National Coverage

- Published in Canadian Running Magazine in Jan & Feb 2015 printed issue. (<https://static1.squarespace.com/static/54d10cd8e4b0bb6a7ffd6662/t/5b96f2e5032be427c8083b84/1536619297419/2014+Canadian+Running+Magazine.pdf>) as well as in canadianrunning.ca (<https://runningmagazine.ca/uncategorized/man-running-montreal-argentina-reaches-mexico-city/>).
- Canadian Running currently has 300 K monthly users and 163.7 K in Social Media. Average HHI: \$130,000. Average Age: 35.
- CBC (<https://www.cbc.ca/news/canada/montreal/montrealer-heads-for-argentina-on-2-year-barefoot-run-1.1333651>).

International Coverage

- Runnersworld.com (<https://www.runnersworld.com/news/a20831041/a-sometimes-barefoot-run-from-montreal-to-argentina/>).
- CNN (<https://www.cnn.com/2013/07/04/sport/kai-tsu-barefoot-runner/>).
- BBC (<https://www.bbc.com/worklife/article/20150518-taking-a-passion-on-the-road>).
- Over 30,000 followers in both my website and Social Media channels in more than 145 countries.

Photo by
@runningtotheendoftheworld

Social Media Channels

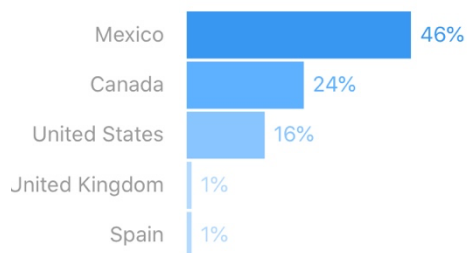
12,500+ Followers in 45+ countries



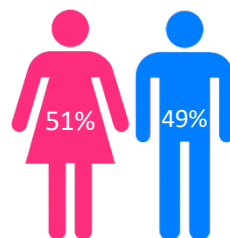
@RunningtotheEndoftheWorld

@Run2theEnd

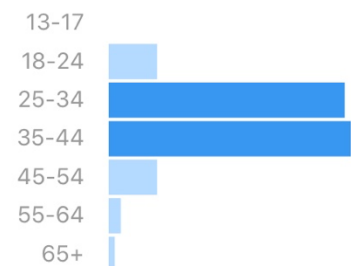
Country

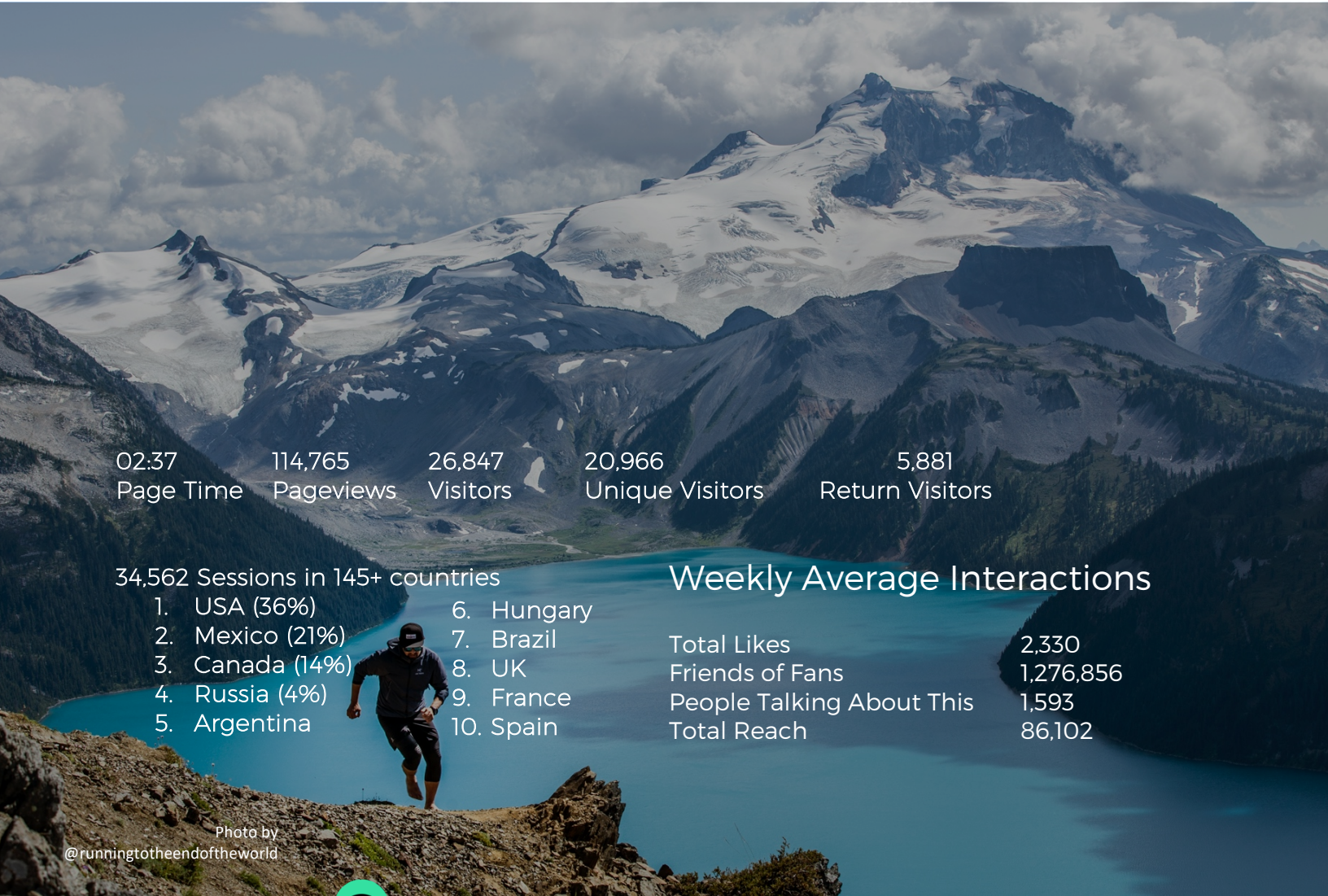


Gender



Age Range





02:37 Page Time 114,765 Pageviews 26,847 Visitors 20,966 Unique Visitors 5,881 Return Visitors

34,562 Sessions in 145+ countries

- | | |
|-----------------|------------|
| 1. USA (36%) | 6. Hungary |
| 2. Mexico (21%) | 7. Brazil |
| 3. Canada (14%) | 8. UK |
| 4. Russia (4%) | 9. France |
| 5. Argentina | 10. Spain |

Weekly Average Interactions

Total Likes	2,330
Friends of Fans	1,276,856
People Talking About This	1,593
Total Reach	86,102

Photo by @runningtotheendoftheworld



Tripadvisor 220,000 readers



Readership
220,000



Top Contributor
338 reviews



Top Photographer
100 photos



Passport
88 cities



Helpful Reviewer
96 helpful votes



Restaurant Expert
Level 25



Attraction Expert
Level 8



Hotel Expert
Level 30



Luxury Hotel Expert
Level 2



Resort Expert
Level 5



Boutique Hotel Expert
Level 2



B&B and Inns Expert
Level 1



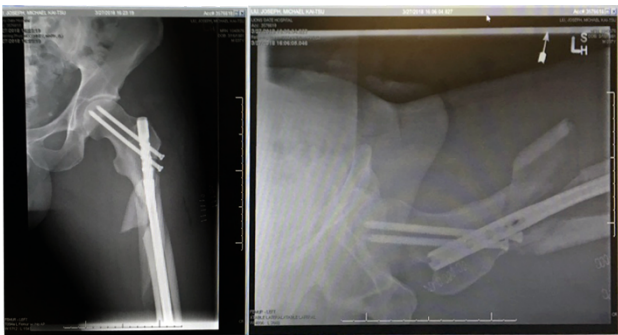
Run2theEnd

WHAT IS NEXT

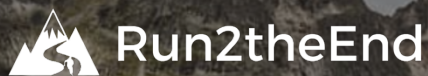


RUNNING FOR
MENTAL HEALTH

Photo by
@runningtotheendoftheworld



Back in Canada in 2018, after Leg 1, I had a snowboarding accident working as a photographer where I had a triple fracture shattering my left femur in four pieces, had a thoracic spine compression fracture and brain concussion. Since then, I have been recovering and fighting with mental health with the unconditional support of my life partner Iris A. Lomeli Lopez.



LEG 2: ARCTIC CIRCLE – YUKON

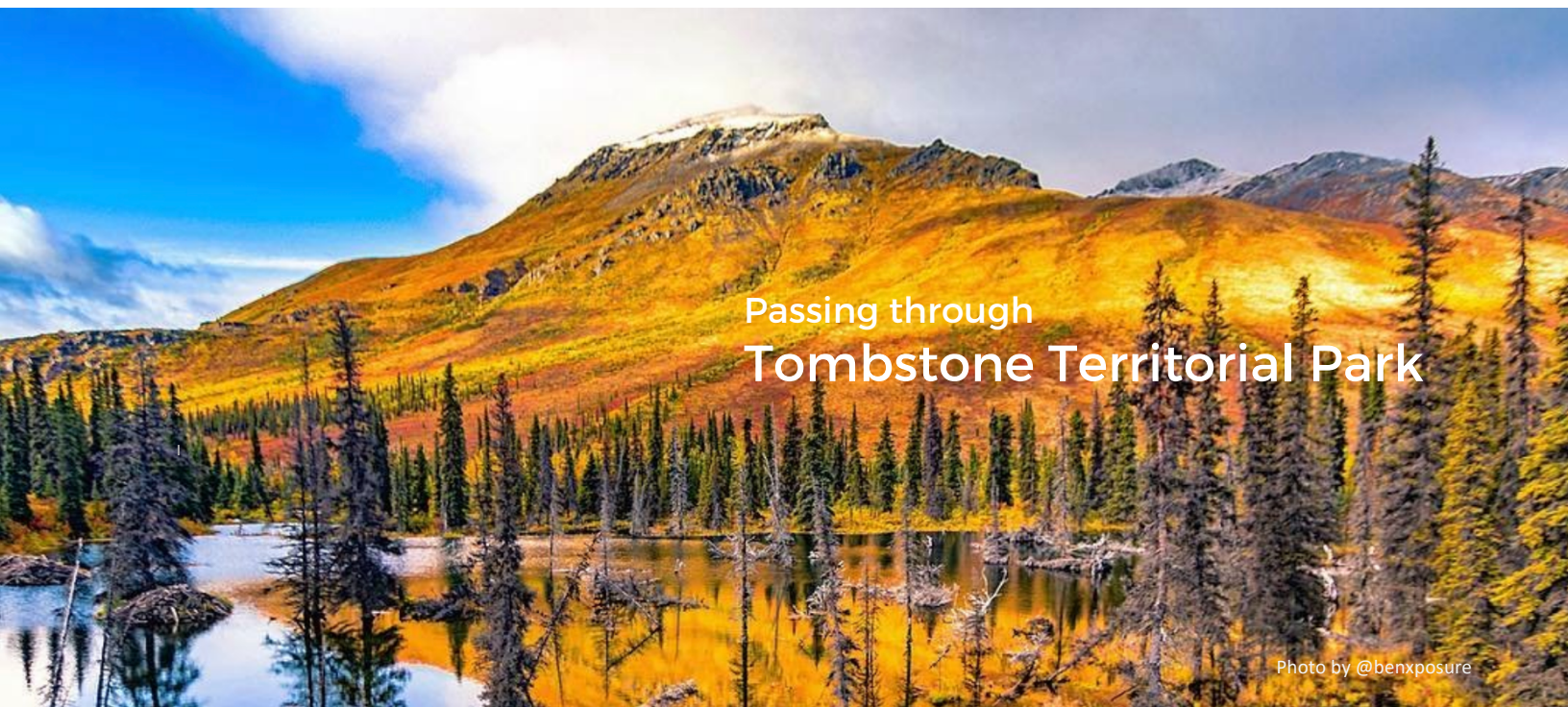
Photo by @marti_svobodova

**60 DAYS
RUNNING
1,549 KM**



from
Tuktoyaktuk
Northwest Territories
AUG 1, 2021

to
**Teslin
Yukon**



Passing through
Tombstone Territorial Park

Photo by @benxposure



EVERYTHING I DO IS CUSTOM!

I don't use stock packages because I know they don't work. I want to create something just for you, designed to help you achieve your goals.

Photo by
@runningtotheendoftheworld

Some of the ways we can work together include, but are not limited to:

- / Brand Recognition with Logo on uniform for Press & Media Presence.
- / Customized Video content with your product against unparalleled backdrops in Yukon Territories.
- / Customized Photo content with your product against unparalleled backdrops in Yukon Territories.
- / Gear & Product Testing in remote and extreme conditions.
- / Customized Social Media campaigns.
- / Display gear items on Run2theEnd.com.
- / Brand logo on Run2theEnd.com.
- / Link to Brand's website from Run2theEnd.com.
- / Top contributor Trip Advisor Review.

In other words, I want to hear about your goals and then build something just for you and your budget.

Let's use my story to connect with your target market in a way that speaks directly to them and their interests."

Get in touch and let's talk about ways we can work together

JMK
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