

Bear Tracks



British ecologist and avid motorcyclist Chris Morgan is on a quest to save threatened bear populations around the world. The 39-year-old Morgan uses his Touratech TT-39 equipped BMW F 650 GS to navigate scores of incredibly rugged tracks in his attempt to reach some of the most remote bear habitats.

Co-Director of the acclaimed Grizzly Bear Outreach Project in the North Cascades of Washington state, Morgan is also Executive Director of the nonprofit group Wildlife Media and is producing a feature-length documentary titled *BEARTREK*. The film chronicles Morgan's motorcycle adventures across four continents as well as his efforts to

further understand and conserve the rarest bears. These endeavors are part of a broader campaign to raise awareness and funds for innovative conservation projects, including those featured in *BEARTREK*.

Thanking Touratech for its support, Morgan adds, "There's nothing like getting off the beaten path with your bike, and I do it a lot during my wildlife conservation work. Touratech's gear lets me take that to a whole new level, with confidence. Their equipment is tough, rugged, and reliable, and just as importantly, the Touratech team is in it for all the right reasons."

To see the 90-second trailer for *BEARTREK*, visit www.wildlifemedia.org. While there you can also make a tax-deductible contribution to fund and film bear projects in critical areas like Borneo, Peru, Italy, Mongolia, and the Arctic.