



Trekstock appeared in the summer of 2006 and since then, has raised thousands of pounds and masses of awareness for teenagers with cancer.

The idea originated when its founder Sophie, signed up for a charity trek to Mount Everest. To raise money, she conceived the idea to put on a little music gig, pushing her to visit the UK festivals, spread the word about the charity and promote the event using her now cult '**I ♥ Trekstock**' blue badges... The message grew far and wide, as did the support from world famous artists and celebrities and every year Sophie continues to do a trek for charity with annual treks taking place all over the world - from Everest to Africa.

Since then, the Trekstock brand has gained invaluable celebrity support from artists and celebrities such as the lovely **Beth Ditto, Mark Ronson, Katy Perry, Bloc Party, Mischa Barton, Noel Gallagher, Chase Crawford, Jason Mraz, Kings of Leon, Agyness Deyn, The Klaxons, Band of Horses, Jack & Kelly Osbourne, Kate Nash, Carl Barat, Bat for Lashes, Russell Brand, Razorlight, The Mighty Boosh, The Horrors, Radio 1's Chris Moyles, Zane Lowe and Nihal, Kimberly Stewart, Sadie Frost, Jimmy Carr, Johnny Vegas, The Mystery Jets, Alan Carr, even Maggie Darling!** Plus many, many more and in 2009 Trekstock gained it's own charity status!

Trekstock has had a presence at all of the UK's biggest and best festivals including **Glastonbury, Bestival, V Festival, Leeds Festival, The Mighty Boosh Festival, Underage, O2 Wireless and Hard Rock Calling.**

Printed press has included - **Vogue, Grazia, OK! Cosmopolitan, NME, The Daily Mail, The Daily Star, The Sun, The Mirror, The London Lite, The London Paper, New Woman, Time Out...**

Online press has included - **Hello! NME, DAZED, Uniqlo, ITN, Youtube, Drowned in Sound, The Sun, The Mirror, MSN, New Woman, The Daily Mirror, The Sunday Mirror, Contactmusic.com, Vogue...**

Trekstock had mentions on two **Radio 1** shows in 2008. **ITN** filmed the 'Trekstock at The Boogaloo' gig series in 2008 and distributed the news feed nationwide.

2008 also saw the launch of the specially designed Trekstock merchandise collection by great designers and graphic artists **Kate Moross, Will Broome, Laura Lees, Tatty Devine** and modeled by the lovely **Kelly Osbourne & Luke Worall**. In 2009 'Trekstock Loves' was created and launched at London Fashion Week with friends **Henry Holland, PPQ, Maria Francesca Pepe, LPBG, James Long, Richard Nicoll and Ksubi**, watch out when it hits Browns Focus, London in Spring 2010!

With continued support and recognition from friends all around the world, watch out for Trekstock bringing you the most thrilling music events and exclusive fashion collaborations!

Click on Will Broome's wonderful Trekstock Owl, add your address to the mailing list to become a friend of Trekstock and we'll inform you of exciting things to come...

TS x

Trekstock is a Registered Charity, Number 1132421