



## FROM COSTA RICA TO RUSSIA BY LAND

May 2018

[www.subitealchunche.com/EN](http://www.subitealchunche.com/EN)

-----

VIEW EPISODES HERE: <https://www.youtube.com/subitealchunche>

Please tag us on your social media as following (@subitealchunche):

- [Facebook](#) / [Instagram](#) / [Twitter](#) / [YouTube](#)
- 

If you want to produce any audiovisual pieces, feel free to use any of the following videos:  
[SUBITE AL CHUNCHE VIDEO FOOTAGE](#)

If you want to use any photographic material, feel free to use the following (credit to @SubiteAlChunche): [SUBITE AL CHUNCHE PRESS PHOTOGRAPHS](#) (there you will also have access to our logos in .png)

**Contact info:** feel free to reach out for interviews

\*our preferred method of communication is whatsapp

- Sebastian - project director / +506 8385-4882 ([sebas@subitealchunche.com](mailto:sebas@subitealchunche.com))
- Oliver - project co-founder / +44 7754 370097 - [onowalski@gmail.com](mailto:onowalski@gmail.com)

### **What is Subite al Chunché?**

*Subite al Chunché* is a web and TV series that tells the story of five friends (Sebastian Castro and Oliver Nowalski --co-founders-- Daniel Sasso and Esteban Alfaro --guest characters-- and Andres Bronnimann --filmmaker) who believe so much in the power of football and their national team's chances in the World Cup, that they are travelling by land from Costa Rica to Russia in an old Soviet Lada Niva. In the process, they will engage with local cultures, promote hope and diversity as sources of unity and obviously...and turn it

once again into a TV series to air on Costa Rican TV and YouTube. But there is much more to this odyssey than meets the eye.

The story began eight years ago, when Castro and Nowalski volunteered for the 2010 South Africa World Cup. In an attempt to make their commute to the stadium easier, then rented a 1969 Volkswagen Beetle, which they painted by hand and baptized "The Chunché" --"the thing"--in honor of one of Costa Rica's most historical players: Mauricio Montero, defender of the iconic 1990 team that saw the "ticos" get to the second round in their first World Cup. Four years later, these two entrepreneurs quit their promising jobs (Castro as a reporter for CNN, Nowalski as a civil engineer in New York) in order to go to the Brazil tournament...with one big difference: they would drive all the way there, and turn the experience into a TV show. After successful fundraising efforts, the pair saw their show become a media sensation, especially when the small Central American nation beat all odds and came on top of the group of death (Italy, Uruguay and England), only to be defeated in penalties on the quarter finals by The Netherlands. Their videos and content, as described by the players, served as motivational tools before the games.

The epic story of these believers will surely be one to follow, as Costa Rica fights to overcome its historical 2014 performance. You can watch their show on Youtube: Subite al Chunché.

-----

**Route they are following:** England - France - Belgium - The Netherlands - Germany - Czech Republic - Poland - Lithuania - Latvia - Russia

**Distance:** 12 thousand kms

**Hours of driving:** +-190

-----