DOING GOOD MADE EASY

5 trees planted in the Amazon Rainforest. Also, an overview of our giving program. You take a trip, we donate 5%. Easy.

See page 4 ➔

A HEADWEAR EXPLANATION

There’s something special about the Lost Crew Hat. Or maybe it’s just a hat. Either way, we’ve dedicated a whole page to it.

See page 5 ➔

THREE NEW TRIPS


Starting on page 6 ➔
A Lost Cause

Oct. 01, 2019

by Jacob Gafner

It will come as no surprise to you that we at Lost Travel Company are not big fans of how much time we all spend online. The internet’s attention-consuming wonders are like quicksand for the mind and the devices which deliver it to us have grown to be our closest frenemies.

In a shot across the bow of adventure, the Global Web Index published some research that found the average American spends 6 hours and 31 minutes on the internet every day. That statistic will keep increasing until the distinction of what is and is not “on the internet” becomes so blurry that we can no longer compute a total. Long story short, it is advancing faster than a bear on a bag of beef jerky and we have mixed feelings about it. If the internet threw a traffic light party, we’d show up wearing a yellow shirt.

The information highway is full of helpful fragments but it is also stripping us of comfort-zone busting opportunities and eroding some very fundamental human skills. The most specific example of this erosion is our reliance on navigation. A cadre of writers have told us that GPS is scrambling our brains, our hippocampi take a vacation when GPS is on, and that if you don’t use it you lose it. We shan’t belabor that point but let us agree that a few more moments wandering the streets unencumbered with GPS might be good for our brains. After all, maneuvering through the real world in real time is something we are wired for. However it is not just location services that are eating away at our senses.

We are surrounded by modern conveniences of our own making. On paper, we should be living it up. At Lost HQ we love binge-worthy shows, hot showers, and dog food delivered by mail as much as the next person. Yet, for many of us, life is often boring, unfulfilling, or downright depressing in spite of these amenities. They either are not satisfying us or are to the point of obscuring our more foundational needs.

With the world at our fingertips, the missing piece might be that we are neglecting the soles of our feet. A shock to the system is in order.

We need to hold ourselves to a more adventurous future. The kind that asks us to dig deeper into our skillset and forces us to leave our modern-worldly concerns on the nightstand for a few days. This means embracing situations with a few more unknowns than most people can stomach. It also means taking on a challenge in a novel part of the world once in a while.

This planet is a big beautiful place, but if you live in the US, you spend 95% of your time indoors. Our tiny glowing screens cannot convey the feeling of the warm breeze on an island in Zanzibar, the deafening silence of the Sahara Desert, the crisp sunrise over a Hawaiian volcano, or the crunch of northern snow. To paraphrase our great-grandmother Alice Howe, it is best to get our culture, perspective, and “history through the soles of our feet.” This pulchritudinous planet of ours can only be truly appreciated by taking part in it; by touching it, smelling it, tasting its fruits, hearing its winds, and seeing its vistas.

We are all desperately in need of experiences that do not come with a neat itinerary and are not stiffingly commercialized. These are the experiences that teach us the most about ourselves and our companions. They do not have to be dramatic. They do not have to frighten us or injure us, or cost thousands of dollars. But to experience something novel and challenging alongside another human being forges a deep bond unlike any other.

Our mission at Lost Travel Company is to connect people with themselves, with each other, and with the planet on a deeper level. And while we’re at it we are going to do some good for the earth, too. We are not trying to reinvent the wheel over here, but if we were, it would be more square and missing a spoke.

We want more people to experience the pure joy that comes at the end of a good adventure. It is a high that is difficult to describe; a sense of achievement, exhaustion and a burst of energy at all once. It aches in the best way. The realization that you have to go back to real life suddenly becomes the biggest anxiety in the world. It makes people question what they want to do with their lives and how they want to spend their time.

Lost Travel Company exists to feed this joy and help us all find a bit of what we are losing as society charges onward. We are going to do this by giving people a little more Murphy’s Law in spite of Moore’s. This turns out to be the best way to remind ourselves what is really important in life. The robots are going to take our jobs eventually, so we might as well use our vacation days while we have them.
You Just Planted

5 Trees!

Trees for the Amazon

When you register for a Lost Travel event we automatically donate a portion of the fee to organizations that do good work in that area. But this isn’t an event. This is a supporter pack. Given the uncharted waters we’ve found ourselves in, we took the liberty of selecting an organization of our own liking.

The large-scale fires in the Amazon made a lot of news lately. An article in Forbes astutely summed up the gravity of it: “In a perverse chain of events, the fires are both generating large amounts of carbon dioxide, while at the same time destroying millions of trees that would be taking in the carbon dioxide and protecting the environment.” We also chose to print this announcement on paper... so, we thought some good fashioned tree planting would be appropriate.

We’ve partnered with an excellent organization called One Tree Planted to do the dirty work. They’re a 501C3 non-profit based out of Vermont that plants trees all around the world. Your purchase of this supporter pack just put 5 trees in the ground in the Amazon forest. Thank you!

Learn more at www.onetreeplanted.org. They’ve also got a killer map called the Global Forest Watch which lets you keep an eye on the greenery of the planet.

5% for The Planet

This world of ours is the perfect canvas for getting royally lost in, and we don’t take that for granted. There are also excellent organizations out there working to help keep it that way. Your entry fee for our events helps support their work.

5% of our top line revenue is donated to local organizations that directly preserve and improve the areas in which our events take place. We also invite our participants to make a direct donation, 100% of which goes directly to the charities we support.

That’s 5% of revenue, not 5% of profits. This means that even if we don’t make any money, we still pay our dues to mother nature.

Thank you for helping us on this mission.
Our crew goes through a lot, after all. They spend time walking around weird parts of the world, they drag canoes through mud, they drive trucks on winding roads and they spend an inordinate amount of time in REI making small talk with the person that runs the back-pack counter. We needed an official hat that covered all the bases while covering their cabezas.

1 | Te Cubre La Cabeza

Yeah, headbands are neat, but they don’t block bird poop very well. This revolutionary piece of headwear covers your entire head so you don’t have to worry about sunshine on your bald spot, dive bombings from birds, or people recognizing you in a grocery store.

2 | We Gave It Airflow

The mesh backing is like an air conditioner for your brain. You will thank us the next time you’re hiking in the desert and your brain isn’t boiling.

3 | Lost Patch

Get ready to start fielding the question, “What’s OS Travel?” from random people you meet on the street. We usually just follow it up with a gentle smile.

4 | Brim Included

Rain falling onto your nose? That’s because you’re wearing a hat without a brim. You won’t have that problem with our crew hat.

5 | Rich Colors

The forehead quadrant of the hat should be covered in a nice, dark fabric. This means it takes 15-20 wears in order for the sweat stain to show through to the front. When it finally does, it’s in there for good.

6 | Neat Little Curve

You Got There

Are curved brims still cool? Or are straight brims out and curved brims are back in? We don’t really care so we just went with curved because it fits the shape of Jake’s face a little better.

7 | Hand Stitched

Each patch and tag is hand stitched on by a really nice Korean lady just a few doors down from Lost HQ.

8 | Eco-Incarnated

This thing is spun together with 70% organic cotton and 30% recycled polyester. That means that in a former life, some part of this hat was probably some rich banker’s collared shirt. Quite the turn of events.

We hope you put this hat through as much as we do. 🙆
Multi-day events for adventurous people.

Here are three new ones...

3 days in Florida
THE DRIFTY EVERGLADES | Pioneer Edition
A little kayaking and some biking from the Keys, through the Everglades.
January 2020

Kayaking past Seattle
THE CASCADONNE | Pioneer Edition
Sea kayaking and camping through the Puget Sound to the San Juan Islands.
August 2020

Motoring to Nashville
ASHTONASH | Pioneer Edition
300 miles on electric motorbikes from Asheville, NC to Nashville, TN.
June 2020
The Drifty Everglades

We heard you loud and clear. “The Driftless 250 is great… but you know what would make it even better? Alligators.”

The Drifty Everglades takes the concept of our beloved Driftless 250 and moves it down south in the dead of winter. This is three days of biking, kayaking, and camping through the Florida Keys and the Everglades.

We also shortened it up a bit to make it easier to beg your boss for the time off. It’ll only cost you two days of PTO and we’ll have you back home in time for the SuperBowl.

By the Numbers:

4 Nights, 3 days. This little circuit will involve around 44 miles of kayaking over 2 days and about 55 miles of biking over 1 day. You will camp at least 2 nights.

Logistical Nonsense:

Drifty Everglades starts in Miami, FL and ends just outside Miami, FL. You need to get to Miami by 6pm on Wed, Jan 29th, 2020.

Day 0 (Wed, 1/29) - The Kickoff Party starts at 7pm in Miami, FL. We’ll share the details about the rest of the trip there. This night you’ll stay in a hostel or hotel.

Day 1 (Thu, 1/30) - You’ll be transported to the Start Line. The race starts on a kayak. There’s not much more to say here but you’ll be expected to paddle. Your destination will be a predetermined key to camp on where everybody will camp together. Hopefully you took notes at the kickoff party.

Day 2(Fri, 1/31) - You’ll spend the croc’s share of the day paddling. Your destination for the day will be a well known transition point which we told you at the kickoff party.

Day 3(Sat, 2/01) - You’ll trade in your kayak for a bicycle, then you’ll hit the road, hard. It will be a long day but you’ll probably make it to the Finish Line by 6pm. The finish line party goes until everybody falls asleep.

Day 4(Sun, 2/02) - You’ll wake up just outside Miami. You’re on your own as you make your way back to the airport. It’s likely you can split a ride with your fellow adventurers.

Registration Includes:

- A kayak rental and all the accoutrements
- A bike rental with two good tires
- Start line party with food and libations
- Finish line party with food and libations
- Logistics for your bike and kayak
- Transportation between the Kickoff Party and the Start Line
- Camping permit for 1 night on a beautiful Florida Key
- Donation to Captains for Clean Water
- Free use of the Lost Tracker so your mum can follow along

What's on you:

- Camping gear
- Food, besides the start (Wed) and finish (Sat) parties
- Underwear, and other clothes
- Route planning

At a Minimum, What do you need to do?

1. Sign up at the url on page 10.
3. Show up in Miami at 6pm on 1/29.
The Cascadonnée

Sat, Aug 29 - Sat, Sept 5, 2020

The Cascadonnée [caʃ caɪ doʊ ˈnæ] is a 150 mile paddle from Olympia to San Juan Island. It’s what a randonnée would be if it went to the beach and didn’t look back.

This adventure takes us to the far northwest corner of the continental US where orcas and sea lions frollic. It is self-supported and in true randonnée tradition, we’ll have some very loosely coordinated control points for teams to visit. The Cascadonnée has no winners and the only losers are those that try to finish first.

By the Numbers:

1 Full Week. 150 miles under paddle. 4 control points.

Logistical Nonsense:

This adventure starts at the Capital of Washington, goes right up the Puget Sound, past a quaint village the locals call "Seattle," and through "Deception Pass." The finish line will be in the San Juan Islands, dubbed the "most beautiful place in the US" by two people we talked to. This unroute follows the Cascadia Marine Trail, which includes quite a few awesome camping spots.

Day 0 (Sat, 8/29) - The Kickoff will be in Olympia, WA. The location and time will be forthcoming but this’ll be a helluva good time and will involve food, drinks, and maybe some grunge. We’ll also hand out the details of the control points.

Day 1 (Sun, 8/30) - The race will start off with a moderate amount of fanfare and then you’ll be off into the Sound. Pro Tip: Go North.

Days 2 - 6 (Mon, 8/31 to Fri, 9/04) - Paddle. Camp. Repeat. Try to make it to the control points. Yadda yadda Adventure.

Day 7 (Sat, 9/05) - You’ll cross the Finish Line on San Juan Island sometime before 6pm. The exact location will be shared in due time. The finish line party goes until everybody falls asleep.

Bonus: The finish is on Saturday of Labor Day weekend. So if you want to bum around the San Juans for an extra day or two... that’d be cool.

Registration Includes:

• A tandem kayak rental and all the accouterments "Optional"
• Logistics for your kayak if you rent from us.
• Start line party with food and libations
• Finish line party with food and libations

*Kayak rental is optional. If you want to Bring-Your-Own-Vessel, that’s cool. Just make sure it doesn’t have a motor or a sail. You’re responsible for getting it to the start and from the finish.

What’s on you:

• Camping gear
• Food, besides the start (Sat) and finish (Sat) parties
• Underwear, and other clothes
• Route planning
• Accommodations (camping, 5 star hotels... your call)

At a Minimum, What do you need to do?

1. Find a friend.
2. Sign up at the url on page 10.
3. Pack a bag with 2 changes of clothes and a small tent.
4. Show up in Olympia on Saturday, August 29th

*Registration includes donation to Washington Water Trails Association

Donation to Washington Water Trails Association
Free use of the Lost Tracker so your mum can follow along
Asheville to Nashville

A week long rally of electric proportions. 300+ miles on an electric motorbike from Asheville, North Carolina to Nashville, Tennessee. It’s not a race, there’s no route, and when your bike dies it’s up to you to pedal it. Best part? There’s a nice little mountain between the start and the end.

By the Numbers:

1 Full Week. 300+ miles through the Southeast US. An elevation gain of 12,493 ft and loss of 14,203 ft. Fun Level = 11.

About the Bikes:

We’re partnering with a wicked new motorbike company to get you seated on badass motorbikes. These aren’t your grandma’s eBikes. They’ve got enough juice to get you between towns and you can charge them in a standard outlet. When you need it, you can still pedal them like your 1973 Schwinn.

These bikes are Class 2 Bicycles. That means (a) you don’t need a motorcycle license to drive them, (b) you can take them on most bike paths, and (c) you don’t need to register them like a moped.

Still, we recommend you wear a helmet. Preferably one with horns or a mohawk.

Logistical Nonsense:

You’ll have 7 days to get from the Land of the Sky to the Music City. You will plot your own course, choose where to stay, and set your own pace. This is a self-supported adventure after all.

There are no check points or time constraints but try to finish before the close of the finish line (6pm on Saturday, June 6th). If you’re late you have to shave your head.

Day 0 (Sat, 5/30) - First things first, we’re doing tattoos at the Kickoff Party. We’ll also set aside time for some test driving. There will be food, drinks, bad jokes, and some details about the adventure you’ve got ahead of you.

Day 1 (Sun, 5/31) - Around 10am you’ll charge off into the Great Smokey’s in a silent rush. We’ll send you off with a flag wave and starting gun.

Days 2 - 6 (Mon, 6/01 to Fri, 6/05) - We’re not quite sure what you’ll get yourself into but if you get lost, drive West. Try the moonshine.

Day 7 (Sat, 6/06) - The journey comes to a close in Nashville, TN. You’ll either show up with a big smile on your face or you’ll be grimacing. Either way, we’ll toast in your honor. The exact location will be shared in due time.

Sat, May 30 - Sat, June 6, 2020

Registration Includes:

- Use of the baddest electric motorbike around
- Start line party with food and libations
- Finish line party with food and libations
- Donation to a great local charity
- Free use of the Lost Tracker so your mum can follow along

Also, at the conclusion of the rally, you’ll have the option to purchase your beloved motorbike for a nice lil discount.

What’s on you:

- Food, besides the start (Sat) and finish (Sat) parties
- Underwear, and other clothes
- Route planning
- Accommodations (camping, Airbnb, 5 star hotels... your call)

Pack light. The distance you get out of your fancy bike is directly correlated to how much kit and caboodle you lug with you.

At a Minimum, What do you need to do?

1. Tell all your friends.
2. Sign up at the url on page 10.
4. Show up in Asheville on May 30th.
As a Supporter of The Lost Cause, you get $50 off your next adventure.

This package includes a ticket with a promo code for you to enter at checkout.

Reserve a seat at lost.travel/early-access
2020 Event Calendar

Winter

Drifty Everglades

Pioneer Edition | Miami, FL
3 Days | Jan 29 - Feb 01
Kayaking + Biking

Spring

Driftless 250

4th Edition | Madison, WI
7 Days | May 16 - May 23
Biking + Canoeing

Summer

Ash to Nash

Pioneer Edition | Asheville, NC
7 Days | May 30 - Jun 06
Electric Motorbike

Cascadonnée

Pioneer Edition | Olympia, WA
7 Days | Aug 29 - Sep 05
Kayaking

Driftless 250

5th Edition | Madison, WI
7 Days | Sep 12 - Sep 19
Biking + Canoeing

+ An awesome collaboration event

Details are hush hush right now

Fall

Hmm... we should probably plan an adventure.

Other Nuggets of Information

About the Medals

When you complete an event with Lost Travel you are awarded a medal. Yes, it’s a new millennium and everybody expects a participation award, but this is much more than that. The medal you receive is one key to an adventurous future.

Every event’s medal has a unique code on the back. This code will unlock discounts on future events. Furthermore, there will be moments in Lost Travel’s future where it will be very beneficial to have a medal (or two).

Each medal awarded is more valuable than the next. So get in early.

Lastly, after you’ve received your first, bring it with you on all future adventures. They don’t like missing out on a good time.

At right: Drifty veterans Andy, Brent, Walker, and Farshid taste their medals. We didn’t ask them to do this.

Drifty [drif-tee]

noun. A multi-day, multi-sport event without a predetermined route.

Example use in a sentence:

a) “I did a drifty with a broken foot.”

b) “I heard they’re doing a drifty in Florida and it sounds badass.”

c) “Are you doing the Drifty in May?”

First known use of drifty:

21st century, in the meaning defined by Lost Travel co.

Entymology and history:

Modern English. The word was first used as an abbreviation for an event named “The Driftless 250.” It has since come to refer to events that take place over multiple days and with multiple disciplines combined into a long distance adventure. Expect many more driftys from Lost Travel co.
Thank you for supporting the Lost cause. We’ve got some exciting things in the works and your show of support is the boot-in-the-ass that we need to jump off into the deep end.

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Want to get even more involved? Get in touch with us at https://lost.travel/join-us