

Bike Adventure Across Japan, Meet Author Charles Scott at Kinokuniya Wed 1/23 From 5:30 PM

For Immediate Release

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**Sometimes the road less traveled can be taken with someone else.**

**For Intel Executive Charles Scott that someone was his 8-year-old son.**

# RISING SON

**A Father and Son's Bike Adventure Across Japan**

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It happens to all of us—we're going through the routines of our day when all of a sudden we get an overwhelming urge to ditch "business as usual" and do something truly exciting and meaningful. Maybe we fantasize about skippering a blue water sailboat around the world, or shredding the slopes as a ski bum in Boulder. Maybe it's writing novels in a Left Bank apartment. We begin staring off into space and seriously considering that *maybe it could happen...*

But then we stop ourselves, and "reality" begins to set back in. We're responsible adults with bills to pay. And in this economy? *Come on.*

Charles Scott knew this dilemma well, and the amazing story of how he made his dream a reality and shared an incomparable bonding experience with his son on a 2,500-mile bicycle adventure on roads halfway around the world is the subject of **RISING SON: A Father and Son's Bike Adventure Across Japan (Three Wheel Press; On sale February 2013).**

In 2008, Charles was an executive at Intel and had built a great life for his family—even if he didn't get to spend much time enjoying it with them. But he couldn't shake the feeling there was something more out there. He thought back to the intensity of completing five Ironman Triathlons and of finishing his first marathon at age thirteen.

Then he looked at his own seven-year-old son, Sho, and decided to prioritize time with his son over time in the office.

But how would he make the time he spent with his son meaningful? Charles, who grew up in Nashville, Tennessee, knew Japan well, having lived in Tokyo for two years where he taught English, became fluent in Japanese, and studied martial arts to complement his black belt in Tae Kwon Do. And his wife, a professional at the United Nations, was Japanese.

The choice was clear: Charles and Sho would spend the summer of 2009 riding 2,500 miles from the northern cape to the southern tip of Japan with seventy-five pounds of gear strapped on an adult bike attached to a child's trailer cycle.

Charles took a chance and asked Intel for a summer sabbatical—without a doubt, a risky move to make at the height of the Great Recession. But he was so convinced that a priceless opportunity for Sho was on the line that he made the request with confidence. They hesitated, then said yes.

Father and son boarded a plane, made arrangements for their bikes and supplies, and embarked on the journey of a lifetime. Soon they were experiencing the exhilaration of the wind at their backs as they cycled through sparkling mornings along the crystalline Japanese coast. They also experienced the agony of climbing endless hills in cold, driving, torrential rain. They covered as many as seventy-five miles per day and often slept in a tiny tent in woods by the side of the road.

But they balanced “roughing it” with plenty of fun. As they rode, Sho liked to belt out songs from *Billy Elliott* and pepper his father with “Would You Rather” questions, some of which surprised the elder Scott with their insightfulness. While Sho made a sport of finding the best game rooms in Japan, Charles learned the hard way that an average-sized American businessman challenging a sumo wrestler is still a bad idea.

Along the way they encountered a cast of interesting and generous people, some of whom thought Sho was too young to undertake such a punishing endurance ride. But Charles never questioned his conviction that a child can accomplish much more than most adults think they can. While the stressful early legs of the trip were accompanied by at least a few tantrums and tears, Charles saw his son reach within and find an uncommon strength that brought him to the trip’s finish with a smile on his face.

**RISING SON** is a travelogue, a thrill ride, a story about learning your heritage and a story about seizing your present moment. Reminiscent of the iconic *Zen and the Art of Motorcycle Maintenance*, while a thoroughly modern and unique narrative for anyone with the urge to shake things up, Charles Scott has crafted an instant classic on the shelf of great father-son stories.

## ABOUT THE AUTHOR

After studying philosophy at Vanderbilt University, Charles Scott taught English in Tokyo for two years. He lived in a Buddhist seminary, took daily Japanese classes and studied martial arts, having already earned a black belt in Tae Kwon Do. He returned to the U.S. to earn a Masters degree at the Fletcher School of Law and Diplomacy at Tufts University, studying international relations with an emphasis on business law and Asian diplomacy. There, he met his future wife, Eiko Ikegaya, who is from Japan and has gone on to a career at the United Nations.

Charles worked for several years at the U.S. Council for International Business covering the intersection of business and government policy. In 1997, he joined Intel Corporation as an international business development manager. He worked at Intel for fourteen years in a variety of management positions, including five years as a venture capital investor in Intel Capital, where he developed Intel's global clean technology software investment strategy. Charles is an experienced public speaker and has delivered presentations on technology, venture investing and clean energy at Harvard Business School, the Yale School of Management, and many industry conferences.

He ran his first marathon at age thirteen, has competed in a variety of endurance challenges, including six Ironman triathlons. At age 42, he ran 46 miles across the Grand Canyon and back in one day. Combining his professional interest in promoting environmental conservation with his love of endurance challenges, he cycled 2,500 miles across Japan in 67 days with his eight-year-old son in the summer of 2009, raising money for a global tree planting campaign and giving speeches encouraging action to protect the environment. In the summer of 2011, he cycled 1,500 miles around the circumference of Iceland with his ten-year-old son and four-year-old daughter on connected bicycles, working with the UN to promote efforts to protect the environment. In 2012, the UN featured him as an expert on World Environment Day and published four of his essays on environmental issues. In the summer of 2012, he cycled 1,200 miles through Western Europe with his children, ages five and eleven. He publishes essays and accounts of his adventures on Huffington Post, CNBC and in other publications.

*Rising Son* is his first book.