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**SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER**

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**"GLAMOUR" RESEARCH DIRECTOR MICHELE SHAPIRO'S "OFF-ROAD" TO MOROCCO...**

She and younger sister/Saatchi and Saatchi account executive Robyn Shapiro are unafraid of the unconventional, as proved by their being the only U.S. driving team in April's all-female, eight-day Rallye des Gazelles in Morocco. The Shapiros are shown below atop the Nissan Patrol that Michele (left) drove and Robyn navigated through the Sahara Desert to produce a 44th-place finish out of 72 cars. "We were 'rookies' among a very experienced field," Michele Shapiro tells min. "Once we got acclimated, everything went smoothly, as we pushed the Patrol over sand dunes and through dust storms without having to make any emergency pit stops."

From their SPEEDSISTERS.COM Web site, we learn that the Wayland, Mass., natives grew up less Wellesley and Smith and more Survivor. Michele swam with wild dolphins in Egypt, shot poison darts with a tribe in the Amazon, and drove a Jeep Wrangler from San Francisco to New York--by way of Guatemala. Robyn merely spent seven months on a solo rafting trip down the Mekong River in Thailand/Cambodia/Vietnam. No footstep following here, because, per Michele, the girls' parents are not outdoorsy types.

The sisters were profiled in Sports Illustrated's "Adventure" demo (April 19), with stories to come in their hometown Boston Globe and in American Thunder, the March 2004 launch that serves affluent auto-racing fans. Plus, Michele will report on her experience in the August Glamour, which she joined last October from Vanity Fair. As the photograph shows, Glamour--through editor-in-chief (since June 2001) Cindi Leive--was a financial supporter.

Beneficiary is the nonprofit Seeds for Peace, a Maine summer camp started about 10 years ago by the late Hearst Newspapers executive John Wallach that brings Israeli and Arab kids together (min, October 1, 2001, et seq.). Shapiros continue to seek donations via SPEEDSISTERS.COM. Appropriate choice, given that they raced in Arab North Africa, where, says Michele: "Robyn and I were treated very well. We were never concerned about terrorism."

