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TRANSAID LAUNCHES 2017 LONDON TO PARIS CYCLING CHALLENGE

International development organisation Transaid is calling on transport and logistics industry professionals to get on their bikes to raise funds for its life-saving work in Sub-Saharan countries, with the launch of its fifth European cycle challenge – taking place from September 22-25, 2017.

The event will revisit the destination of Transaid's first ever European cycling event from 2012, with up to 50 riders to complete the 240-mile adventure over three days in the saddle, cycling from London to the French capital.

Gary Forster, Chief Executive of Transaid, says: "Our first cycle challenge to Paris raised £120,000 and next year we are hoping to smash this target. As well as being a great fun event, the vital funds raised will be channelled directly into supporting our programmes to improve road safety, help local communities access vital healthcare, and transform people's opportunity to make a living."

The first company to officially pledge its support for the ride is XPO Logistics Supply Chain, which has entered a four-strong team following its participation in the three-day Celtic Cycle Challenge in 2015, London to Brussels in 2014, London to Amsterdam in 2013 and the first European ride in 2012. Chris Dolby, UK Learning and Development Manager at XPO, explains: "All Transaid cycle challenges were fantastic from a team building perspective, highly enjoyable and supported a cause which is close to our hearts. There was never any question that we'd want to be involved again."

Riders will set off from London on September 22, cycling 87 miles to Portsmouth, before boarding an overnight ferry to Caen. On day two the group will cycle 84 miles through the rolling hills and quaint villages of northern France, before spending the night in Evreux. Day three sees participants pedal the final 69 miles to Paris, before cycling triumphantly up the

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Champs-Élysées, around the Arc de Triomphe and towards the finish line at the Eiffel Tower – ahead of a well-deserved celebratory dinner in Paris.

On the final day the group will get to witness the climax of the 2017 Tour de France from a vantage point on the Champs-Élysées, before heading back to London in the early evening.

To reserve your place, Transaid urges signing up quickly as places are strictly limited. To request a registration form or for further information, telephone Harry Wells on 020 7387 8136 or email Harry@transaid.org.

A registration fee of £99 is required and all participants are asked to raise a minimum sponsorship of £1,600. Transaid has a team of experts on hand to provide tips and support on both fundraising and training, which riders can access from the moment they sign up. Entries are encouraged from both individuals and teams.

For more information and to find out how you can support the charity visit www.transaid.org.

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Note to Editor:

Transaid (www.transaid.org) is an international development organisation that aims to improve people's quality of life in the developing world by making transport more available and affordable. It was founded by Save the Children and the Chartered Institute of Logistics and Transport (UK) and works by sharing skills and knowledge with local people to enable them to put in place and manage efficient transport systems.

Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



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<http://www.youtube.com/user/Transaid1>

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