



transaid
transport for life

PRESS RELEASE

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CYCLE SOUTH AFRICA EVENT SET TO RAISE RECORD FUNDS FOR TRANSAID

A team of 40 intrepid cyclists from across the transport and logistics industry safely completed Transaid's 450km Cycle South Africa challenge yesterday, after five gruelling days in the saddle. Their efforts have so far raised more than £207,000 for the international development organisation – Transaid's largest ever fundraising total from a single event.

During the challenge from the De Doorns to Cape Agulhas, the team battled steep climbs, fierce headwinds and enjoyed some of the country's most stunning scenery while raising vital funds for Transaid's life-saving programmes.

Commenting on her experience of the challenge, Joan Aitken, Traffic Commissioner for Scotland, said: "I am no athlete so 300 miles in 5 days was a major challenge for me, but I wanted to seize this challenge and raise a significant amount of money for Transaid. Completing the ride was an unbelievable achievement and I am incredibly proud to have been part of a group of like-minded individuals all pulling together, digging deep and raising money for such a worthwhile cause. Having visited Africa and cycled on its roads, I now have an even greater appreciation for what Transaid is working hard to achieve here."

Transaid's Head of Fundraising, Florence Bearman, who joined the Cycle South Africa challenge says: "This was one of the toughest fundraising challenges we'd ever created and the team dedicated a phenomenal amount of time, blood, sweat and tears into training for the ride. It was fantastic to have been a part of it, and it made me all the more appreciative of the amazing industry support we enjoy."

The funds raised will go towards Transaid's programmes, which transform lives through safe, available and sustainable transport. Transaid's next Africa cycle challenge will be Cycle Zambia, finishing at the Victoria Falls. Please get in touch with Florence if you are interested; places for South Africa sold out six months before the challenge.

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The 40 cyclists who took part in Cycle South Africa represented more than 20 firms from across the industry, including Backhouse Jones Solicitors, Clipper Logistics, DFDS Seaways DV, DHL, H&R Gray Haulage, Hoyer Petrolog UK, Informa Exhibitions, Impact, Labyrinth Logistics Consulting, LDH (La Doria) Ltd, Leapfrog Marketing, Michelin Tyre, Microlise, Office of the Traffic Commissioners, Oxford Bus Company, Renault Truck UK, Road Transport Media, Stewart Oades Associates, Tarmac, TRS Tyres, W H Bowker, Yorkshire Bus and Coach Sale and Z-Tech Control Systems.

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 transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation shares 25 years' worth of expertise in 23 countries with partners and governments – empowering people to build the skills they need to transform their own lives.

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.



<http://www.facebook.com/Transaid>



<http://www.twitter.com/TransaidOrg>



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

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