



PRESS RELEASE

Release date: 17 January 2018

TRANSAID LAUNCHES LAND'S END TO JOHN O'GROATS CYCLE CHALLENGE TO MARK ITS 20TH ANNIVERSARY

International development organisation Transaid has launched its biggest ever cycle challenge, inviting riders from across the industry to saddle up and take on an epic 972-mile journey from Land's End to John O'Groats in 2019 – with options for teams of riders to share the challenge.

Transaid is throwing down the gauntlet to mark its 20th anniversary, with celebrations set to begin in September 2018 and continue into 2019. The 12-day adventure will commence on 11 June and marks an important milestone in Transaid's history as its longest cycle challenge to date.

Florence Bearman, Head of Fundraising at Transaid, says: "Our cycle challenges have been taking place since 2006 and continue to grow in popularity each time. The plan was always to do something special to mark our 20th anniversary, and we hope holding the event here in the UK will mean as many supporters as possible can saddle up and join us for what is going to be something really special."

Transaid is well known for its cycle challenges, with more than 380 riders having taken part in some 13 events over the last 12 years, spanning more than 13 different countries and raising an incredible £1.3 million to date. The 2019 event will take riders through many of the UK's best scenery hotspots, from the picturesque lanes of Cornwall up to the stunning hills and glens of the Scottish Highlands.

The target is to raise £200,000 which will go towards Transaid's life-saving work in sub-Saharan Africa, where the organisation is focused on improving commercial driving standards and ensuring improved access to healthcare.

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Potential riders can either sign-up to tackle the 12-day adventure solo, or companies or groups of friends can elect to split into a four-person relay team. Individual riders can also elect to take part in just a single three-day or six-day leg of the journey.

Commenting on the launch of the event, Bearman adds: "Land's End to John O'Groats by pedal power alone is not for the faint-hearted, but it will be an amazing experience; I've already signed up myself! We've got the potential to accommodate as many as 200 riders to mark this special anniversary; very different to the 12 volunteers who took on our first 460 km cycle challenge in Malawi 12 years ago."

Individual cyclists signing up to do the challenge end-to-end must pay a £250 registration fee and raise a minimum sponsorship target of £2,750. For a single stage of the challenge, there is a £150 registration fee and commitment to raising at least £1,250 in sponsorship. Teams of four riders riding one stage each will pay a group registration fee of £400 and must raise at least £4,000 collectively.

Before Land's End to John O'Groats gets underway, Transaid has a team of 43 riders scheduled to take part in a Cycle Zambia adventure in September 2018. All places were snapped up 9 months in advance.

For more information regarding the ride and how to get involved, please contact Harry Wells via harry@transaid.org or on 020 7387 8136.

For more information and to find out how you can support the organisation 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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