



PRESS RELEASE

Release date: 18 January 2019

NEW DATES ANNOUNCED FOR LAND'S END TO JOHN O'GROATS CYCLE CHALLENGE

Transaid has published new dates for its Land's End to John O'Groats (LEJOG) cycle challenge, with riders from across the transport and logistics industry being invited to saddle up between Tuesday 2nd and Saturday 13th June 2020.

The changes have been incorporated into a new fundraising pack for prospective riders and corporate supporters which is available to download from www.transaid.org. Transaid hopes the event will raise significant funds to support its primary goals of improving commercial driving standards and ensuring better access to healthcare in sub-Saharan Africa.

Florence Bearman, Head of Fundraising at Transaid, says: "After a period of reflection following Cycle Zambia 2018, we are now firmly focused on a grand depart from Land's End on 2nd June 2020.

"This is a truly iconic ride for any bike-it bucket list and we'll be following the same 972-mile route taken by thousands of riders every year. Plus, we're offering opportunities for both single riders and teams to get involved, enabling groups of friends and colleagues to share in both the pedalling and fundraising."

Transaid is partnering with cycle tour specialist Classic Challenge to organise the event, with single riders able to sign-up for either the full 12-day adventure (travelling home on Sunday 14th June) or to any number of the four three-day legs. Relay teams can include up to four riders, each tackling one leg of the journey – and with companies invited to enter multiple teams.

Alan Hunt, Managing Director of trailer manufacturer Schmitz Cargobull UK – and one of the first to sign up as a solo rider – says: "LEJOG is about the whole industry coming together to

137 Euston Road, London, NW1 2AA
United Kingdom

T: +44 (0)20 7387 8136
F: +44 (0)20 7387 2669
E: info@transaid.org
W: www.transaid.org

support Transaid. It's a once-in-a-lifetime opportunity and the chance to do something truly amazing to help others; no doubt with some valuable networking included along the way!"

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.

The 2020 event will take riders through many of the UK's top scenery hotspots, from the picturesque lanes of Cornwall up to the stunning hills and glens of the Scottish Highlands.

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

ends

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.

For further press information:

Florence Bearman at Transaid +44 (0)20 7387 8136
Rebecca Gleave at Garnett Keeler +44 (0)20 8647 4467, or by email to rebecca.gleave@garnettkeeler.com

TRAN/339/19