



PRESS RELEASE

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COAST TO COAST: TRANSAID LAUNCHES WAY OF THE ROSES 2021 UK CYCLE ADVENTURE

Transaid has launched its much-awaited 2021 UK Cycle Challenge, laying down the gauntlet to transport and logistics industry professionals to dust off their lycra, polish their saddles and gear up for the epic coast-to-coast fundraising event, which takes place from 24-26 September 2021.

The 170-mile 'Way of the Roses' challenge – the international development organisation's sixth UK cycling event – will see up to 40 participants take part in the Morecambe to Bridlington adventure, to raise money in support of Transaid's work in sub-Saharan Africa improving road safety and access to healthcare for communities across the region.

Announcing the ride, Florence Bearman, Transaid's Head of Fundraising, says: "We were bitterly disappointed not to be able to go ahead with our planned events last year, and so we are absolutely thrilled to launch this exciting new fundraiser.

"Our cycle challenges are always a sell-out, with a real sense of camaraderie among the riders – but most importantly because they are a fantastic chance for supporters to raise essential funds for our lifesaving programmes – a cause close to all our hearts. We cannot wait to welcome people back to the saddle in September."

This year's challenge, sponsored by the UK Warehousing Association, will involve two days of breathtakingly scenic cycling through the beautiful Lancashire countryside and Yorkshire Dales, before culminating in a much-deserved celebratory dinner for participants on the final night.

Riders will begin their adventure in the stunning seaside town of Morecambe, setting off along the River Lune on a 77-mile journey to Harrogate. The route will pass through the

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rolling Lancashire hills, through the bustling Yorkshire market town of Settle before ascending further east along the lush green fields of the Dales, with a well-earned overnight stop in picturesque Harrogate.

Day two will reward participants with flatter plains, with the 95-mile-long leg taking in the sights of the historic walled city of York, before meandering through farms and towns along the Yorkshire hills, towards the final finish in the quaint seaside town of Bridlington – ahead of that evening’s celebratory dinner and overnight stay.

Entries are encouraged from individuals and teams although space is limited and places are expected to fill up fast, so Transaid urges participants to sign up quickly to secure a place.

There is a registration fee of £99, with participants asked to raise a minimum sponsorship of £1,000 to take part. For more information about the challenge, and to sign up, contact Nicola Parkes on 07909 009568 or via email at nicola@transaid.org.

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.



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