



PRESS RELEASE

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TRANSAID RIDERS BACK IN THE SADDLE, RAISING MORE THAN £29,000

A team of more than 30 riders from across the transport and logistics industry have completed the 170-mile 'Way of the Roses' challenge, cycling from Morecambe, Lancashire to Bridlington in the East Riding of Yorkshire, to raise money for the international development organisation.

The epic coast-to-coast route was completed over two days on Friday 24 and Saturday 25 September, so far raising an estimated £29,000 to support Transaid's life-saving work to improve road safety and access to healthcare in sub-Saharan Africa.

Florence Bearman, Head of Fundraising at Transaid, and one of the riders taking part in the event, said: "We have been waiting a long time to get back in the saddle for one of our cycle challenges, and after having to cancel several events during the pandemic, it was fantastic to finally be back on our bikes and raising money.

"A huge thank you to everyone who took part; particularly for smashing our fundraising expectations, and for the true grit and determination shown on the steep ascent between Settle and Brimham Rocks!"

The cyclists taking part represented around 20 companies from across the industry, including headline sponsor UK Warehousing Association (UKWA), and support sponsors PF Whitehead, Stanley Travel and TRS Tyres. Riders were also fielded from firms including ABE Ledbury, Alpine Travel, Backhouse Jones, BigChange, Bowker Group, Burton's Biscuit Company, DHL Supply Chain, Goodyear, Go South Coast, Innovate 360, Johnsons Coach and Bus Travel, LDH (La Doria), Leica Biosystems, Marks & Spencer, Xpediator PLC and Z-Tech Control Systems.

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Transaid now has its sights set on a return to international challenges with Cycle Malawi 2022 – which will see a team of more than 40 riders cover around 500km over five days, taking in the stunning Lake Malawi, Mount Mulanje, Liwonde National Park and the Zomba Plateau. 44 riders have already signed up, with just a handful of places still remaining. Revised dates for the event – postponed from 2021 – will be announced soon.

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

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Note to Editor:

About Transaid

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 works with communities, partners, and governments to solve transport challenges throughout sub-Saharan Africa.

Transaid works in two core areas, road safety and access to health, to solve two of the biggest transport challenges in sub-Saharan Africa. Transaid's road safety work focuses on influencing safe driver behaviour with long term programmes in Ghana, Tanzania, Uganda and Zambia, responding to local needs for improved training for drivers and riders of trucks, buses, motorcycles and forklift trucks. On the access to health side, Transaid is working with local partners and communities to strengthen access to health services, primarily in rural areas. They are also working to strengthen health supply chains in collaboration with local partners and governments.

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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