



## PRESS RELEASE

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### TRANSAID LAUNCHES HADRIAN'S CYCLEWAY CHALLENGE

International development organisation Transaid is calling on cyclists from across the transport and logistics industry to saddle up for Hadrian's Cycleway this Autumn, as it prepares for a team of up to 40 riders to tackle the 157-mile route across a stunning World Heritage Site.

The group will depart Whitehaven on 16 September and pedal to South Shields over two full days of cycling, with funds raised being used to support Transaid's life-saving work in sub-Saharan Africa, where it is focused on improving road safety and increasing access to healthcare for rural communities.

Launching this latest UK challenge, Florence Bearman, Transaid's Head of Fundraising, says: "Hadrian's Cycleway is set to be one of the most stunning rides we've ever undertaken in the UK, with a chance to see the famous wall itself, along with Roman forts, museums, quaint villages and stunning market towns.

"As is customary with our challenges, it will also be a great opportunity to network with colleagues from across the industry, both during the ride and in a series of team meals – culminating in a celebratory dinner on the third and final night."

The route comprises a mixture of on-road and traffic-free sections, running primarily on country lanes and quiet roads, interspersed with sections of traffic-free path, promenade and riverside path. As most of the route is either on minor roads or well surfaced off-road tracks most bikes are suitable, although full slick or racing bike tyres are best avoided.

Bearman adds: "If you've always wanted to take on a coast-to-coast challenge, this ride should be perfect. It's suitable for cyclists of all abilities, provided you are reasonably saddle fit and have completed some basic training."

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The coastal sections at either end of the route are relatively flat, and there are only a few steep, short hills in the central section. Riders will climb approximately 300m over 65 miles of cycling on the first day in the saddle, and 900m over 85 miles on the second day's riding.

Transaid is welcoming entries from individuals and teams, with demand expected to be high. There is a registration fee of £99 with participants asked to raise a minimum sponsorship of £1,400 to take part.

The package includes three nights' accommodation with meals, refreshment stops on riding days, luggage transfer and access to support vehicles along the route.

For more information about the challenge, and to sign up, please contact Florence Bearman on 07875 284 211, or email [florence@transaid.org](mailto:florence@transaid.org).

Last September, a team of 30 riders completed the 170-mile 'Way of the Roses' challenge with Transaid, cycling from Morecambe to Bridlington, raising more than £45,000 in the process.

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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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