



PRESS RELEASE

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TRANSAID ANNOUNCES 2024 CYCLE KENYA CHALLENGE

Transaid is returning to Africa for its 11th cycle challenge on the continent and is calling on keen riders to take part in a six-day, 474km ride across majestic Kenya – where Transaid is currently undertaking a major project funded by the FIA Foundation.

Taking place from 4 – 13 October 2024, the international development organisation invites riders from across the transport and logistics industry on this one-of-a-kind adventure, where they'll travel from Nyeri at the foothills of Mount Kenya to Lake Victoria – all on two wheels.

Along the way, participants will experience Kenya's lush, mountainous countryside, and stunning, expansive panoramas. A country renowned for its diverse wildlife and safari, there is also the opportunity to spot giraffes, zebras, buffalos and more, as the route includes a game conservation and acres of bushland.

Riders will cover an average of 79km per day (49 miles), with two consecutive days including challenging ascents – to viewpoints 2,550m above sea level. Worth the gruelling ride, they'll be rewarded with incredible landscapes across The Great Rift Valley.

Last year a group of 40 riders completed a 505km cycling challenge across Malawi, whilst the 2023 cycle challenge – celebrating the organisation's silver jubilee – is following a three-day London to Paris route in September.

Florence Bearman, Head of Fundraising at Transaid, says: "After moving our cycle challenge to Europe for a year, we're excited to be returning to Africa – and what better place to do it than Kenya. Not only does this ride offer a once-in-a-lifetime opportunity to experience the country off the beaten track, but also the knowledge you're raising vital funds for much-needed road safety and access to health services."

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Aligning with Transaid's focus of transforming lives through safe, available and sustainable transport, fundraising earned from the challenge will help to support the organisation's life-saving work, which currently spans projects in eight countries across sub-Saharan Africa.

Entries are encouraged from individuals and teams alike. A registration fee of £399 is required, with a minimum fundraising target of £4,150.

The package includes flights (London – Nairobi – London), airport transfers, accommodation with meals, access to support vehicles, two local cycling guides to lead the tour, plus the support of a doctor always travelling with the group.

To sign up to the challenge, or to request more information, please contact Anna Giavedoni on +44 (0)20 7387 8136 or via email at anna@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:

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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