



## PRESS RELEASE

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### TRANSAID LAUNCHES UK CYCLE CHALLENGE: NEWCASTLE TO EDINBURGH

Transaid is calling upon the transport and logistics sector to sign up for its latest cycle challenge, set to take place between 19 – 22 September 2024. The 159-mile ride, over two days in the saddle, will begin in Newcastle and finish in the grounds of Edinburgh Castle.

The first day's ride will see cyclists set off in the early hours from the Tyne Estuary and pedal 89 miles along mostly coastal paths and quiet roads, taking in Whitley Bay, Blyth, Northumberland National Park, and the Northumberland Coast Area of Outstanding Natural Beauty. The day will wrap up in the town of Berwick-upon-Tweed, just a stone's throw from the Scottish border.

Day two adds a further 70 miles of riding on mostly country lanes and coastal roads, entering the Tweed valley, climbing Priestlaw Hill and crossing over to Midlothian, before the triumphant arrival at Edinburgh Castle.

Announcing the ride, Caroline Barber, Chief Executive of Transaid, says: "We know how popular our UK-based cycle challenges have been in recent years, and we wanted to tackle a part of the country we hadn't ridden before.

"Our shorter two-day rides are an excellent way for people to set a fitness goal for the year, and to get a taste for what a Transaid cycle challenge is all about. They always create a beautiful camaraderie between riders and raise essential unrestricted funds for our road safety and access to health projects."

Last year's challenge saw 40 riders cycling from London to Paris, raising more than £65,000. This year, Transaid is also running a Cycle Kenya challenge over six days and 295 miles, taking place in October.

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Entries for Newcastle to Edinburgh are encouraged from both teams and individuals. The registration fee is £139 per person and participants are asked to raise a minimum sponsorship of £1,400 to take part. The costs include accommodation with meals, vehicle and ride support, luggage transfer, route guidance and a return transfer to Tynemouth, which has been sponsored by Stanley Travel.

To sign up for the event or find more information, please contact Anna Giavedoni, Events Officer for Transaid on [anna@transaid.org](mailto:anna@transaid.org) or +44 (0)7310 909580.

For more information and to find out how you can support the organisation visit [www.transaid.org](http://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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