



PRESS RELEASE

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RACE TO THE FINISH: ONLY NINE SPOTS REMAIN FOR TRANSAID'S CYCLE KENYA CHALLENGE

With more than 30 participants already signed up, just nine places now remain for Transaid's Cycle Kenya challenge, which will take place from 4 – 13 October 2024. The adventure will see riders cover 474km over six days in the saddle, from Nyeri at the foothills of Mount Kenya, to stunning Lake Victoria.

Confirmed riders so far will be representing businesses including ABE Ledbury, Commercial Fuel Solutions, Commercial Motor/DVV Media, Hankook Tyres, LDH La Doria, Libra Europe, MAN Truck & Bus, Marks & Spencer, Michelin, Microlise, PB Tyres, PF Whitehead, PMMS, Problems Solved, Tarmac, and TRS Tyres.

Together, they will pedal an average of 79km per day, with challenging ascents to viewpoints 2,550m above sea level. In return, the group will be rewarded with views of Kenya's lush, mountainous countryside, and incredible landscapes across The Great Rift Valley, along with the opportunity to spot giraffes, zebras, buffalo, and more, as they pass through a game conservation area and acres of bushland.

Anna Giavedoni, Events Officer for Transaid, says: "This will be our 11th cycle challenge in Africa, our first in Kenya, and it's shaping up to be one of the best! Whilst in Kenya, we will be visiting our FIA Foundation-funded motorcycle helmet project and some of the coalition partners, so participants will get a real insight into our life-saving work.

"I am really excited to be participating myself, and we've got a great team of riders from across the transport and logistics industry signed-up, with limited places remaining. If you're into cycling, this is truly a once-in-a-lifetime opportunity, and for a very good cause!"

137 Euston Road, London, NW1 2AA
United Kingdom

T: +44 (0)20 7387 8136
F: +44 (0)20 7387 2669
E: info@transaid.org
W: www.transaid.org

The registration fee is £399, with a minimum fundraising pledge of £4,150. The package includes flights (London – Nairobi – London), airport transfers, accommodation with meals, access to support vehicles, local cycling guides, and the support of a doctor always travelling with the group. Entries are encouraged from individuals and teams alike.

To sign up for 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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For further press information:

Maddy Matheson at Transaid: +44 (0)20 7387 8136 / maddy@transaid.org

Natalie Ganshert or James Keeler at Garnett Keeler PR: +44 (0)20 8647 4467, or by email to natalie.ganshert@garnettkeeler.com / james.keeler@garnettkeeler.com

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