



PRESS RELEASE

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BACK-TO-BACK CYCLE CHALLENGES RAISE £225,000 FOR TRANSAID

The transport and logistics industry has successfully fielded two strong teams of riders to complete Transaid cycle challenges both in the UK and Kenya, raising more than £225,000 towards the international development organisation's projects in sub-Saharan Africa.

Last week a team of 30 pedalled 295 miles, from the foothills of Mount Kenya to stunning Lake Victoria in just six days, raising an incredible £165,000 in Transaid's first cycling fundraiser in the country. This followed just two and a half weeks after a separate group of 40 riders raised £60,000 for a demanding 159-mile, two-day ride battling the elements, from Newcastle to Edinburgh.

The unrestricted funds will be used to support Transaid's life-saving road safety and access to healthcare projects, which currently span ten countries.

Maddy Matheson, Head of Fundraising for Transaid, says: "Ever since our first Cycle Challenge in Malawi, back in 2006, we've enjoyed excellent support from riders across the industry, and this year was no different. We had two fantastic groups, each passionate about our life-saving work. We are so grateful to everyone who participated, whether they were in the saddle, or sponsoring a friend, family member or colleague."

Peter Whitehead, Managing Director at PF Whitehead Logistics, one of the riders taking part in Cycle Kenya and challenge sponsor, explains: "It was a once-in-a-lifetime adventure with a great group of people. I feel very fortunate to have been able to participate, and the opportunity to visit a country where Transaid works brought home the true impact of their road safety and access to health care programmes. I would honestly recommend it to anyone considering signing up for a future ride."

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Participants of the Newcastle to Edinburgh event represented 15 organisations from across the industry, including AAL Shipping, Backhouse Jones, Brigade Electronics, Cold Chain Federation, Columbia Shipmanagement, Dawsongroup Truck and Trailer, Edrington, Elddis Transport, EORI, GXO, Idris Logistics, IVECO, RHA, Stanley Travel, and The Malcolm Group, and was sponsored by Dawsongroup Truck and Trailer, with Stanley Travel providing coach transfers for the group.

Cycle Kenya, sponsored by PF Whitehead Logistics, saw riders from 18 companies competing, including ABE Ledbury, Arrow Media, Booker, Commercial Fuel Solutions, Commercial Motor, Efeso, Hankook, Innovate 360, LDH La Doria, Libra Europe, Lochmaben Transport, M&S, MAN, Michelin, Microlise, PF Whitehead Logistics, Tarmac, and TRS Tyres Ltd.

To register your interest for a future cycle challenge, please send an email to 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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