



PRESS RELEASE

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TRANSAID'S TANZANIA CYCLE CHALLENGE RAISES £200,000

News Summary:

- *Transaid's Kilimanjaro to Coast Cycle Challenge has raised £200,000 to support the organisation's road safety and access to healthcare programmes.*
- *36 riders from across the transport and logistics sector completed the 454km ride across Tanzania.*
- *The organisation's 2027 Cycle Challenge will take place in May, covering 335km from Italy to Slovenia.*

Transaid's Kilimanjaro to Coast Cycle Challenge has raised £200,000 to support the international development organisation's road safety and access to healthcare projects.

The event saw 36 riders from across the transport and logistics sector cycle 454km across Tanzania, from the foothills of Mount Kilimanjaro to the country's Indian Ocean coastline. The event was proudly supported by the British International Freight Association (BIFA) as Headline Sponsor, alongside Chelsea Group as Supporting Sponsor.

Pawel Jarza, Policy, Compliance and External Affairs Director at BIFA and challenge participant, says: "Completing this cycle challenge was such an incredible experience. While the route tested us physically, it also provided a powerful insight into the communities Transaid supports and the role that transport plays in improving lives. As Headline Sponsor, BIFA is incredibly proud to have supported this challenge and to see so many people from across the transport and logistics industry come together behind Transaid's work. Knowing that together we raised £200,000 makes every kilometre worthwhile."

Alexander Bethell, CEO of Chelsea Group, says: "The Kilimanjaro to Coast Cycle Challenge is a great example of the transport and logistics community coming together

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behind a cause that makes a real difference. We are honoured to support the event as the Supporting Sponsor and congratulate all the riders on their achievement. The funds raised will help improve access to safe and sustainable transport across sub-Saharan Africa, where many of our companies operate – areas where reliable transport helps keep people connected, essential programmes moving and communities resilient.”

The route saw participants pedal from Moshi, at the edge of Mount Kilimanjaro National Park, to Pangani at the mouth of the Pangani River, spending five days in the saddle. Along the way, riders experienced the diverse beauty of Tanzania, travelling through farming communities, towns and rural landscapes. One of the highlights was an overnight camp at Lake Jipe, a remarkable wildlife sanctuary and widely regarded as one of East Africa’s hidden treasures.

Maddy Matheson, Head of Fundraising for Transaid, says: “We want to thank every challenger, sponsor and supporter who helped make the Kilimanjaro to Coast Cycle Challenge such a success. The funds raised will play a vital role in supporting our work to improve road safety and strengthen access to healthcare across sub-Saharan Africa, whilst giving participants a unique opportunity to experience the communities and environments where our projects can have a major impact on people’s lives.”

Riders represented 21 companies including ABE Ledbury, Arrow Media, Asset Alliance Group, Balthazar, BIFA, EFESO Management Consultants, EORI, Hireco, Interrupt22, LDH, Lochmaben Transport, Logistics Business, Marks & Spencer, Michelin, Microlise, Multimodal, Oxalis Logistics, Parksafe Automotive, PF Whitehead Logistics, Road Transport Media, and SCALA Consulting.

Next year Transaid’s cycling challenge will take place from 17-22 May and will see participants cycle 335km over four days from Jesolo Beach in Italy to the shores of Lake Bohinj in Slovenia. To sign up for the event or for more information, please visit Transaid’s website www.transaid.org/get-involved/italy-to-slovenia-2027

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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