

# PRESS RELEASE



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## **REGISTER NOW FOR AN EXPERIENCE OF A LIFETIME WITH TRANSAID'S AFRICA CHALLENGES IN 2010 AND 2011**

International development charity Transaid is launching two brand new Transaid Africa Challenges for 2010 and 2011. Following the success of Cycle Zambia 2009, which raised over £100,000, Transaid is hoping its two new events – Cycle Tanzania (6 – 14<sup>th</sup> November 2010) and Trek Ethiopia (4 – 12<sup>th</sup> February 2011) will prove even bigger and better!

The funds raised from these two new challenges will support Transaid's vital work to help people in Africa gain better access to healthcare, education and the opportunity to earn a living, through safer, cheaper and more efficient transport. It represents a fantastic opportunity for those working in the road transport and logistics sector to enjoy a life-changing African experience whilst raising money for the industry's recognised charity.

Cycle Tanzania 2010 will comprise a nine day challenge (five days cycling) across 420km, starting in Dar es Salaam and ending in Morogoro. It will see cyclists pass along the beautiful coastline of the Indian Ocean, with Zanzibar just offshore, as well as through nature reserves, national parks and close to mountains and waterfalls along the way.

For those more comfortable on two feet, rather than two wheels, Trek Ethiopia 2011 provides an opportunity to explore the unknown, trailing over 60km through the spectacular scenery of Ethiopia. Beginning in Addis Ababa, the group will hike through dramatic landscapes close to the spectacular Simien Mountains, and observe some of Africa's most famous animals and birds, before finishing in the historical town of Gonder.

[/more](#)

137 Euston Road London NW1 2AA  
United Kingdom

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

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Participants for the challenges are asked to pay a registration fee of £299 and make a commitment to raising a minimum sponsorship of £3,000. This covers the air and most ground costs, plus will help fund future Transaid projects in Africa and across the developing world. Challengers will also need to train in the UK to establish a good level of fitness.

Chris Saunders, Chief Executive of Transaid, says: "Our Transaid Africa Challenges really do support our work to reduce the 1.2 million people killed around the world each year in road crashes – a massive proportion of which occur in developing countries. They also provide an unforgettable experience which helps to promote personal development."

Chris Dolman, B2B Category Marketing Manager at ATS Euromaster, who took part in Cycle Zambia 2009 says: "It was a fantastic 'once in a lifetime challenge' that I would highly recommend to anybody. Being able to see at firsthand the work that Transaid do and then experiencing the issues these countries face with their road networks brought the whole context of the challenge to reality."

One of the major projects to gain from monies raised includes Transaid's Professional Driver Training initiative in Zambia, which aims to reduce the number of road crashes in a region where road deaths are the third biggest killer after HIV/AIDS and malaria. Transaid's project with the Ministry of Health in Nigeria, tackling child and maternal mortality through improving access to primary healthcare, will also benefit.

To do something different in 2010 / 2011, you can register now for Transaid Cycle Tanzania 2010 or Trek Ethiopia 2011 at [www.transaid.org](http://www.transaid.org). Alternatively you can request an information pack by calling 020 7387 8136 or emailing [april@transaid.org](mailto:april@transaid.org). Places are limited.

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**Note to Editor:**

Transaid ([www.transaid.org](http://www.transaid.org)) is an international development agency that aims to improve people's quality of life in the developing world by making transport more available and affordable. It was founded by Save The Children and the Chartered Institute of Logistics and Transport (UK) and works by sharing skills and knowledge with local people to enable them to put in place and manage efficient transport systems.

Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote HIV, AIDS and road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.

**For further press information:**

Chantelle Cummings at Transaid	+44 (0)20 7387 8136
James Keeler at Garnett Keeler	+44 (0)20 8647 4467

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