

PRESS RELEASE



Release date: 25/05/2011

TRANSAID RECRUITING VOLUNTEERS FOR 2012 MADAGASCAR CHALLENGE

International development charity Transaid is seeking 40 intrepid volunteers to cycle almost 500 km through Madagascar in support of its life-saving work in Africa.

Cycle Madagascar, a challenging nine-day trip in June 2012, will see participants ride across the north east of the island, through remote villages, paddy fields, lush tropical fruit plantations and along coastal trails.

Funds raised will benefit the charity's Professional Driver Training Project, which aims to improve driving safety standards in sub-Saharan Africa. Road crashes in this region are the third-highest cause of premature death after HIV/AIDS and malaria, and which the World Health Organisation estimates could take over as the primary cause of death and disability by 2020.

Transaid CEO Gary Forster says: "Our Madagascar challenge is an opportunity both to experience a spectacular landscape and culture and raise much-needed funds to reduce the death rate in Africa.

"It will give participants first-hand experience of the country's poor infrastructure and highlight how urgently their help is needed to improve driving standards."

He adds: "It's not necessary for volunteers to have above-average fitness levels or previous experience. All it takes to succeed is a sense of adventure, regular training and fundraising and a commitment to making a difference."

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Cycle Madagascar has already attracted interest from staff at Wincanton, Bandvulc, Michelin, IPP Logipal and Aspray 24.

It is one of several 'Challenge Yourself for Transaid' initiatives the charity is running, and follows the success of previous trips to Tanzania, Ethiopia and Zambia.

These have helped fund various programmes including an Emergency Transport Scheme for Pregnant Women and a Bicycle Ambulance Project.

For more information, visit www.transaid.org, email events@transaid.org or call Aggie Krasnolucka-Hickman on 020 7387 8136.

Note to Editor:

Transaid (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 road safety awareness and shares its specialist knowledge with the industry and the active involvement of its Patron, HRH The Princess Royal.

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