UK charity seeks intrepid cyclists for challenge of a lifetime in Kenya

Friday 22 February, 2019

The Kenya-based school-development charity African Promise is looking for intrepid individuals to take part in a once-in-a-lifetime fundraising bike ride in the East African country later this year.

This epic 300km ride will see a group of 25 adventurous cyclists take on a guided, fully-supported cycle through Kenya's Rift Valley heartlands and the wildlife-rich plains of the world famous Maasai Mara while helping to raise vital funds for African Promise and a number of other educational charities across the region.

The *Ride the Rift* trip, which will run from 1 to 9 November 2019, is being hosted by the umbrella organisation Charity Links and will be organised by the experienced and professional team at The Slow Cyclist. Speaking about the trip, founder of *Charity Links* John Douglas said:

"This is the second challenge we have run in partnership with The Slow Cyclist, and just the latest of many challenges I have operated in East Africa in the past ten years. In 2017 we welcomed 17 charity fundraisers to Tanzania and Rwanda and were delighted that they raised over £45,000 for several educational charities in East Africa. We hope to help you do the same again by hosting you on what is sure to be an incredible adventure. Kenya is a cyclist's paradise: home to some of Africa's most beguiling landscapes and friendliest people. I hope you'll treasure these experiences as our local team of experts guide you through this special place."

Participants will be expected to cover the £1,850 cost of the trip themselves and to raise at least £2,000 towards the work of African Promise and the five other partner charities. By arrangement, the trip would include the opportunity to visit African Promise's projects and its partner schools in the south-east of the country.

Charles Coldman, founder and CEO of African Promise, who himself will be participating in the ride, said: *"We are delighted to have been chosen as one of the beneficiary charities of this year's Ride East Africa challenge and I hope that others will join me for what promises to be the experience of a lifetime in an incredible corner of the world. Every penny we raise from the trip will support African Promise's work building and supporting primary schools.*"

For further information on this trip or to sign-up please visit the charity's website.

Media:











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