

Peddalling challenge for charity

SPORTS REPORTER

EVERY pedal rotation will be a victory for an intrepid group of cyclists who will be journeying from Johannesburg to Durban this weekend in what has been dubbed the Double Triple Charity Challenge.

For the group of 21 riders who will be looking to raise funds for the RedCap Foundation, the challenge will consist of two days of cycling, today and tomorrow, with over 300km set to be covered per day.

The RedCap Foundation is a Non-Profit and Public Benefit Organisation that carries out Corporate Social Investment (CSI) initiatives for Mr Price Group.

Its aims are to help break the cycle of poverty by inspir-

ing young people from low-income communities to become self-sufficient and contributing members of society.

Looking to raise funds and awareness for the foundation, the group of cyclists includes a trio of Mr Price employees, a number of associated suppliers, as well as members of the Mr Price Cycle Club, with the club also providing support and logistics.

The cyclists will set off from Johannesburg at 5am today, and have set themselves the goal of reaching their overnight stop of Ladysmith by 3pm this afternoon.

The second leg will then see them set out again early tomorrow morning, with the aim of reaching Durban by mid-afternoon, hopefully completing a

total distance of 696km.

Sports Marketing Manager for Mr Price, Graham Daniel, explained where the inspiration came from for such a challenge.

"While we are hoping to raise funds for the RedCap Foundation we are also hoping to encourage others to do similar sorts of fund-raisers. We want to lead by example.

"It's also important to raise awareness for the foundation, they do such great work in disadvantaged communities, but to continue this success they need funding.

"Outside support and funding is also so important for the foundation."

For more information on the RedCap Foundation log on to www.redcapfoundation.org.

