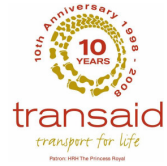


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## **BBC RADIO 2'S SALLY 'TRAFFIC' BOAZMAN COMPLETES CYCLE KENYA CHALLENGE FOR CHARITY**

Celebrity traffic presenter Sally Boazman has completed a 425km cycling challenge across Kenya's Rift Valley to help raise more than £70,000 for international development charity Transaid, along with 21 other enthusiastic participants.

The team, drawn primarily from companies within the UK and European transport and logistics industry, cycled from Lake Nakuru to Lake Victoria in just five days. The journey, which crossed the equator twice, was not for the faint hearted – with over 115km being covered in the first day alone. It saw the cyclists up at the crack of dawn each morning in readiness for up to 10 hours cycling before reaching their overnight destination.

A huge amount of determination and mettle was displayed as Transaid's riders battled up unforgiving mountains, at altitude and under the scorching African sun. On day three the highlight of an 18km downhill stretch into the valley was soon forgotten when faced with a 40km incline to the top!

Commenting on her adventure in the African sun, Sally 'Traffic' reports: "This was without a doubt one of the most amazing adventures of my life. It was tough, but an outstanding support team and generous, brave, fellow participants made it seem incredibly easy and definitely worthwhile. It was an unforgettable week which "challenged" me on many levels. I shall never, ever, forget it!"

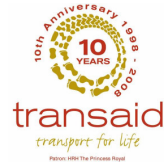
Transaid's Marketing Executive, Chantelle Cummings, who accompanied the group on the challenge adds: "This event represents a large proportion of our annual income and is hugely important for raising awareness of the problems surrounding transport in Africa. On one stretch of road we saw three accidents within the space of no more than a kilometre, all involving overturned and overloaded commercial vehicles. This highlights the desperate need for better management of transport and the vital work we're doing to affect this, such as improving road safety and professional driving standards."

Transaid is also extremely grateful to Chris Evans and all the team at BBC Radio 2 who followed Sally and the cyclists' progress throughout the week.

During one live broadcast, Chris commented: "Saddle-sore Sal - as we now call her - will never be the same again. Her saunter has become a swagger and I understand her hip replacement is upon the horizon, but apparently she says it was all worth it. Well done Sal and everyone else at Transaid."

The total raised highlights Cycle Kenya as one of Transaid's most successful fundraising initiatives ever, and will provide a significant boost to its projects across Africa where Transaid is working to reduce poverty

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through vital and sustainable transport solutions. Current projects include supporting the Ministries of Health in Kenya, Nigeria, Zambia and Mozambique to help improve service delivery for the many thousands of men, women and children who currently do not have adequate access to basic healthcare and other essential services.

To find out more or show your support for Transaid, please visit [www.transaid.org](http://www.transaid.org). If you are interested in participating in a cycle challenge for Transaid in 2008, please contact [marketing@transaid.org](mailto:marketing@transaid.org) for further details.

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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.

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