

MEDIA RELEASE

2008 Enduro Africa supporting UNICEF

Port Elizabeth, 4 October 2008... UNICEF South Africa travelled to this windy city to send off a group of approximately 90 British bikers from the adventure company Enduro and the UK Committee for UNICEF, who have raised funds to support UNICEF's work in the prevention of mother-to-child transmission (PMTCT) in South Africa.

UNICEF wanted to thank Enduro for its commitment to child survival and development, and to share with them some of the challenges facing mothers and babies affected by HIV and AIDS.

On the evening before the bikers' departure the UNICEF team joined the Nelson Mandela Children's Fund and the Sentabele Trust in addressing the bikers about issues affecting children.

"The prevention of mother-to-child transmission is a crucial step towards improving child survival in South Africa" said Joan Matji, Acting Chief of Health and Nutrition, UNICEF South Africa.

According to UNICEF, "many mothers fearing the stigma around HIV/AIDS avoid completing their course medication. In the absence of any intervention the rate of mother-to-child transmission of HIV is between 20 – 35%. Infants can become infected during pregnancy, delivery and breastfeeding."

"If a mother gets tested early and knows her status, she can help reduce the risk of transmitting HIV to her unborn baby to less than 10% by taking advantage of free access to treatment interventions as well as information and counselling available at most local health facilities, hospitals and clinics around the country."

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Early on the chilly Saturday morning, UNICEF joined the bikers and local dancers to celebrate their departure and to wish them a safe and exciting adventure along the Eastern Cape coastline. A group of children from a UNICEF partner organization, Youth for Christ, joined in the festivities.

The Enduro Africa fundraising initiative, now in its third year, is organized by Red Cherry Adventures in association with Global Enduro, based in the UK.

Enduro team leaders Simon Smith and Mike Glover congratulated the bikers on their initiative and funds raised.

Two groups of more than 180 international riders from Enduro Africa will ride through the Transkei, spreading goodwill for the causes they are riding for while enjoying the magnificent scenery and hospitality that the Eastern Cape has to offer. Many of the riders are back for the second or third time to participate in this event.

The second group of bikers will be departing from Port Edward on the 17th of October.

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For further media information please contact:

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