

— CASE STUDY · CHARITY CYCLE CHALLENGE

LANDS END TO JOHN O'GROATS

Action Duchenne · July 2015

1,000

MILES CYCLED

20

FUNDRAISERS

£100k+

RAISED FOR CHARITY

◆ THE CHALLENGE

In July 2015, twenty fundraisers cycled 1000 miles from Lands End to John O'Groats in aid of Action Duchenne. Action Duchenne is a UK-based charity that funds research and raises awareness about Duchenne Muscular Dystrophy, a fatal genetic disorder which is diagnosed in childhood and affects approximately 1 in 3500 births.

The team secured individual and group sponsorship in the build up to the ride and upon completing the ride fundraised over £100,000 for Action Duchenne.

◆ THE RESULTS

- ✓ Over £100,000 fundraised for Action Duchenne
- ✓ A team made up of a mixture of Duchenne's parents and charity supporters
- ✓ Relay riders joined the team for certain sections of the ride
- ✓ The charity received a huge amount of publicity along the way

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A fantastic trip led by a very professional team. We have raised over £100K so far as a result. I didn't lose any weight though!

Paul Lenihan

CEO Action Duchenne & Lands End to John O'Groats rider



WE WOULD LOVE TO HEAR FROM YOU!

More Adventure specialise in planning and running bespoke professional adventure events in the UK and overseas. We have helped numerous companies and charities realise and exceed their Fundraising Adventure Challenge objectives.



020 8720 6607



WhatsApp 07719 224663



info@moreadventure.co.uk



moreadventure.co.uk