

# Ubunye creates global 24 hour rowing fundraiser in the run up to their cross-Atlantic row in 2014

***After a 1,407km cycle and 35km swim, here comes a 24 hour rowing challenge to highlight the need for early childhood development in Africa***

**London 31st October 2012:** The Ubunye Challenge team kicks off yet another endurance event as part of its initiative to raise £250,000 to fund educational projects in South Africa and Zimbabwe. The team will row across the Atlantic Ocean in January 2014 attempting to break the World Speed Record which currently stands at 32 days. In the run up to the 2014 Atlantic Ocean Row, the team will embark on a series of fundraising challenges.

## **24 hour world-wide rowathon**

The first fundraiser, supported by London Youth Rowing, kicks off at 11am GMT on 9 November 2012 and will be a 24 hour worldwide rowing marathon finishing at 11am on 10<sup>th</sup> November 2012. The Ubunye team members will each row on Concept2 ergometers for 24 hours and will be joined by fellow rowers and supporters from around the world who will be rowing at the same time on their own rowing machines.

On board is Leven Brown, three time ocean rowing Guinness World Record holder and the Atlantic Rowing crew's skipper. Those taking part can choose the location and distance they'd like to row and needn't row for the full 24 hours. Names, location and distances of the Ubunye supporters who participate in the challenge will be posted on the Ubunye website.

## **Talking about the next generation**

The Ubunye team, which is made up of three rowers from London and two from Johannesburg hopes that the global event will attract the next generation of rowers and an inspirational sponsor for the project.

The London team will begin their race against the clock at Molesey Rowing Club, a picturesque venue on the river Thames and home to numerous London 2012 medallists such as Andrew Triggs Hodge, Greg Searle and Tom James.

The Johannesburg team will be rowing at King Edward VII School alongside the South African 2012 Olympics rowers such as bronze medal holder Bridgitte Hartley in K1 500m, Lee Persse (stroke of the South African womans pair) and additionally the gold medal winning Mens LW 4- are hoping to make an appearance.

## **Do you want to be a part of 24 hour rowing challenge? Here's how you can join...**

The invitation is open to everyone and anyone who has access to a rowing machine. You can join from anywhere in the world and get together with friends, teams, schools, community groups, and row on any rowing machine.

The ways to participate:

- In person on 9<sup>th</sup> November or 10<sup>th</sup> November at Molesey Boat Club and King Edward VII School
- Anywhere in the world at any time between 11 A.M 9<sup>th</sup> November and 11 A.M 10<sup>th</sup> November (GMT)
  - Register online at [24ergo.ubunychallenge.com](http://24ergo.ubunychallenge.com) as an individual or team
  - Record your progress directly on our [website](#) and your distance will be added to the grand total
  - If participants have access to RowPro software, there will be an online event whereby the rowers can join the Ubunye team live.

Social Media:

- [facebook event page in London](#)
- [facebook event page in Johannesburg](#)
- Twitter: @CamUbunye, @hayleszn or @RyanFarmy1

- Update your Facebook/twitter profile status and any photo's uploaded using Instagram or Twitter with the hashtag: #24ergo, will go onto the website and the live feed

## **More about the Ubunye Challenge**

The Ubunye Challenge is a fundraising initiative which uses endurance events to promote the need for development in African communities. The challenges are being undertaken by a trained and dedicated team. Previous events include cycling across the UK in 7 days and English Channel solo swims. The next sporting goal is to row across the Atlantic Ocean with a crew of 8 and to break the current world record which currently stands at 32 days. We are aiming to reach a fundraising target of £250,000 in order to fund educational projects South Africa and Zimbabwe.

The team, upon completion of the Atlantic Row, will have achieved a number of milestones. The South Africans/Zimbabweans in the crew will become the first from their country to independently row an ocean. The women in the crew will become the first South African/Zimbabwean women to ever row an ocean. Finally, Thato Mabelane will become the first person of African descent, man or woman, to ever row an ocean. The team is currently seeking a lead sponsors for this unique event.

The Ubunye Challenge has partnered with Vimba in the UK and The Angus Gillis Foundation in South Africa to raise money to support and enable communities in some of the poorest and most underdeveloped rural areas of South Africa and Zimbabwe. Both foundations fund and facilitate projects in consultation with specific African communities; empowering individuals and helping them to improve their lives and the lives of their families. Both foundations recognize that truly sustainable development takes place only when communities invest in themselves. This philosophy embodies the spirit and beliefs of the Ubunye Challenge.

## **Vimba**

Vimba is a relatively small charity established in 2007 by a group of individuals who were united in their common desire to do something about the suffering occurring across Zimbabwe. The name 'Vimba' translates to mean 'hope' in the native language Shona. Vimba is purely focused on raising funds to assist a number of designated projects throughout Zimbabwe. Vimba's projects focus on the identification, development and maintenance of Child Feeding and Education Centers in which children from a 15km radius attend 5 days per week.

## **About the Angus Gillis Foundation**

The Angus Gillis Foundation is a rural development trust, established in 2002 in response to the chronic underdevelopment in the rural areas of South Africa's poorest province, the Eastern Cape. The organization focuses on socio-economic development through an asset-based community driven approach, empowering individuals, groups and communities and teaching self-reliance. The organisation takes a holistic approach to development, recognizing the multiple physical, economic, social and spiritual dimensions of human wellbeing.

## **For more information:**

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