



The
**Rivers
Trust**

RIDE FOR RIVERS



Information Pack

#Ride4Rivers

London to Brighton

September 17th 2017





INTRODUCTION

Leave the buzz of the city behind and join your fellow cyclists as you face the challenge of a 54 mile journey on two wheels on the iconic Do it for Charity London to Brighton Cycle! Thousands of people are expected to take part raising funds for their chosen charity and now this is your chance to be a part of it!

You will start the challenge from Clapham Common, travelling through idyllic country lanes as you ride through Mitcham, picturesque Carshalton, Chipstead, Banstead, Haywards Heath and finally finish on the colourful and bustling Brighton seafront!

No previous experience is required and with a bit of training, completing the event should easily be within your capabilities! Plus, with our training and fitness advice we expect you will be saddle-ready in no time at all. The spirit of the event is 'taking part' not 'winning' so you can go as fast or as slow as you like!

All you need to do is pledge to raise £150 for The Rivers Trust and reserve your place [online here](http://www.doitforcharity.com). Alternatively you can register online at www.doitforcharity.com. The Rivers Trust is counting on your support!

See you there!

www.doitforcharity.com
0207 424 5233





FREQUENTLY ASKED QUESTIONS

When and where?

The Do it for Charity London to Brighton Cycle will take place on Sunday 17th September 2017 starting from Clapham Common. Registration will open from 06:30 to 09:30, further details will be sent to you nearer to the event.

What's included?

- Your entry will include a free buffet lunch
- You will automatically be set up with a Do it for Charity fundraising page when you sign up so you can get started right away!
- Training guidance
- Mechanical support and crew, so no need for any puncture panic!
- Medical support
- Fundraising support
- Water stops en route
- Full route signage, so you can leave your map at home!
- Event Facebook page, so you can interact with fellow cyclists before and after the event
- Rider number and information pack sent prior to the day
- Optional return transport back to London
- Dedicated events team, who are on hand with advice and to answer any queries
- A medal when you race through the finish line!

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HOW CAN I RAISE SPONSORSHIP

Most charities will ask you to raise a minimum of £150 if you are taking part in the Do it for Charity Cycle Ride. As you know, these funds are incredibly valuable to The Rivers Trust and we are here to support your goal of achieving your target!

You can take a look at some of our fundraising tips and ideas [here](#) to get you started! Reaching your target is easily within your capabilities and with a little imagination and motivation you should have your £150 in no time! The Rivers Trust will also be on hand with advice to ensure you reach your goal.

Your own personal www.doitforcharity.com/give fundraising page will be automatically created for you when you first sign up so people can donate online for your cause.

What do I need to do next?

Simply complete the enclosed registration form or register online. As long as you commit to raising the minimum sponsorship The Rivers Trust will be delighted to have you cycling on their behalf!

RESERVE YOUR PLACE TODAY!

[Sign up online here.](#)

Don't forget to share your experience along the way with The Rivers Trust:

[@theriverstrust](#) #Ride4Rivers or on [Facebook](#) [/theriverstrust](#)

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