



PRESS RELEASE  
September, 2011

## LOCAL CHARITY THANKS INDIA BIKE CHALLENGE FOR 10 YEARS OF SUPPORT



Rainbow Trust Children's Charity, whose head office is in Leatherhead, is sending out a massive thank you to Global Enduro who has raised over £685,000 for the charity during a ten year partnership. The money has been raised through Global Enduro's ethical tours such as Enduro India, a bike adventure that sees you take on the most challenging and dramatic scenery the south of India has to offer.

Motorbike and adventure enthusiasts alike love the tour because not only do you get to ride the classic 'Royal Enfield Bullet' (the longest running motorcycle around) but you also get to ride across India's exotic Western Ghat Mountains, seen as one of the world's "hottest biodiversity hotspots".

The great thing is YOU can help push the amount raised even higher! If past trips are anything to go by, it promises to be quite an experience: *"Travelling half way around the world with 120 strangers and coming back 2 weeks later with 120 new friends! It was hot, smelly and exhausting at times and I would do it all again tomorrow."* Says Louise Bingham, who took part in 2007.

Enduro India only takes the costs needed to cover the running of the event. All other money raised is split between a charity based in India and the Rainbow Trust Children's Charity who provide emotional and practical support to families of a child who has a life threatening or terminal illness.

The £685,000 raised so far helps fund people like Bryan, the Manager of one of Rainbow Trust's Family Support Teams. Caring for a very sick child can be extremely traumatic, demanding and isolating for both the parents and the healthy siblings, Bryan provides hands on, emotional and practical support for families with a

terminally ill child. In many cases Bryan and his team provide care during the final stages of a child's life.

The price to take part in Enduro India 2012 is £4,995 fully inclusive. This can be paid fully by you, fundraised or a bit of both!

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### **Notes to Editor**

- Rainbow Trust celebrates its 25<sup>th</sup> Anniversary in 2011
- The children's charity provides expert social palliative care to families when their child has a life threatening or terminal illness. Offering emotional and practical support, assistance is available for families 24 hours a day. Individually tailored high quality care is offered from diagnosis through to treatment and, should a family become bereaved, the charity will continue to support them for as long as they are needed, helping family members cope with the present and prepare them for the future.
- Rainbow Trust relies almost entirely on voluntary donations and through the outstanding generosity of its supporters is able to help around 1,170 families a year throughout England. However, this is just 10% of the families that could benefit from its help. The charity's vision is that one day all terminally ill children and their families will have access to a Rainbow carer.
- For more information on Rainbow Trust, please visit: [www.rainbowtrust.org.uk](http://www.rainbowtrust.org.uk)
- Enduro India is an ethical and profitable product of Global Enduro Limited. If you want to know more or want to sign up to the event then visit: [www.enduroindia.com](http://www.enduroindia.com)

If you would like to interview a Rainbow Trust or Enduro India spokesperson or tour participant, please contact Jonathan Bennett on 01372 220018 in the charity's press office.