



**BRUSSELS TO LONDON
CYCLE CHALLENGE**

4TH—7TH JULY 2010

**RIGHT
TO PLAY**

RAISING FUNDS FOR RIGHT TO PLAY. WHEN CHILDREN PLAY THE WORLD WINS.

BRUSSELS TO LONDON CYCLE CHALLENGE 2010

WATCH THE FIRST STAGE OF THE TOUR DE FRANCE FINISH IN BRUSSELS, MEET MARK CAVENDISH AND THE REST OF TEAM HTC-COLUMBIA, AND THEN JOIN 300 RIDERS ON A FANTASTIC CYCLE BACK TO LONDON RAISING £300,000 TO IMPROVE THE LIVES OF SOME OF THE MOST DISADVANTAGED CHILDREN IN THE WORLD.

ARE YOU UP FOR IT?

THE CHALLENGE



WE ARE LOOKING FOR 300 ADVENTUROUS TYPES TO JOIN US ON A FANTASTIC SUMMER TOUR FROM BRUSSELS TO LONDON ALL IN AID OF A VERY WORTHY CAUSE.

THIS IS THE ONLY BRUSSELS TO LONDON RIDE THIS SUMMER, AND RIGHT TO PLAY ARE THE ONLY CHARITY TEAMING UP WITH TEAM HTC-COLUMBIA.

You'll get to see the finale of the first stage of the Tour De France into Brussels, then meet Mark Cavendish and the other riders from Team HTC-Columbia before spending the night soaking up the atmosphere of the Tour in the Belgian capital.

The next day we start our journey towards London, following some of the routes of the Tour of Flanders and 2008 Tour de France British stage. Expect three incredible days rolling through beautiful cities such as Bruges and Gent, along rugged coastal roads, and across stunning scenery in northern Belgium and France before a grandstand finish in London's Greenwich Park on July 7th.

This ride is not just for cyclists, but for anyone with a sense of adventure looking to do something different in 2010. Whether you are experienced, a beginner, or simply someone wanting to have some fun, get fit and support our cause this will be a thoroughly enjoyable challenge.

SIGN UP TODAY!

"I LIKE THE GAME "MALARIA AREA". WHEN YOU ARE HIT BY THE BEAN BAG, IT MEANS A MOSQUITO HAS BITTEN YOU AND YOU WILL FALL ILL. IF WE CLEAR OUR COMPOUNDS AND KEEP THEM NEAT, AS WELL AS SLEEPING UNDER A TREATED MOSQUITO NET, WE WILL NOT BE BITTEN BY MOSQUITOES, AND WILL NOT GET MALARIA."

LAMISI ADDO
RIGHT TO PLAY PARTICIPANT
GHANA

WHO ARE RIGHT TO PLAY?

PHYSICAL ACTIVITY, WELL-DESIGNED SPORT PROGRAMS AND PLAY OFFER A PATH TO PHYSICAL, SOCIAL AND EMOTIONAL HEALTH. PLAY IS THE PRIMARY MEANS THROUGH WHICH YOUNG CHILDREN EXPLORE AND LEARN ABOUT THE WORLD AND THEMSELVES.

Sport also possesses a natural convening power and can provide a safe environment for the discussion of sensitive issues with trusted adults. This is the foundation on which Right To Play was established.

Your efforts on this challenge will help improve the lives of children on Right To Play's programmes around the world. We use sport and play to provide basic education to 720,000 children in 23 countries each week; to raise awareness of health issues such as HIV AIDS and malaria prevention; to promote peace and tolerance; and to give children the life skills and confidence necessary to make the most of their lives.

Right To Play has been a pioneer in innovation for social change and has a track record for creating programmes that are both sustainable and replicable. Our programmes incorporate a unique methodology that uses sport and play as tools for learning in four development impact areas:

1. Basic Education and Child Development: Right To Play's sport and play programmes foster the physical, cognitive and social development of children to teach important values and life skills.

2. Health Promotion and Disease Prevention: Right To Play's sport and play programmes are used to educate the mobilise communities around national health and disease prevention priorities, including HIV and AIDS, malaria and immunisation.

3. Conflict Resolution and Peace Building: Our programmes are tools for teaching conflict resolution and peace building skills. Participation in regular activities facilitates the healing of communities and reintegration of children affected by war.

4. Community Development and Participation: In order to create change and have a sustainable impact, we work in partnership with local organisations to build community infrastructure through the engagement of local staff and local and international volunteers.

All of Right To Play programmes are guided by the principles of Inclusion and Sustainability. Inclusion promotes the involvement of children and youth who may be marginalised for reasons of gender, disability, ethnicity, social background or religion.

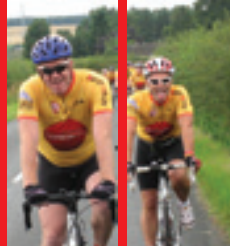
We believe that through well designed games and sports, attitudes contributing toward a child's exclusion from meaningful participation in society will change.

Sustainability ensures our programmes have a lasting impact and centres on building the capacity of individuals, communities and partner organisations to independently deliver, on an ongoing basis, learning objectives through regular sport and play activities.

**WHEN CHILDREN PLAY,
THE WORLD WINS**

ESSENTIAL INFORMATION

THIS PAGE CONTAINS ALL OF THE THINGS THAT YOU MAY WANT TO KNOW BEFORE SIGNING UP



Securing your place

To secure your place you will need to:

- > Fill in the online registration online form at www.righttoplay.org.uk or call the office on 020 7812 0635.
- > Pay your non-refundable registration fee (£100/£150 depending on transport needs) either while you register online, by sending a cheque made payable to Right To Play UK, or by calling the office on 020 7812 0635.

Sponsorship targets and deadlines

- > Overall sponsorship target: £1000
- > Deadlines: You must have registered and paid £600 to Right To Play by June 20th 2010 to secure your place on the trip, and the remaining balance of £400 by August 20th 2010. This amount will cover the cost of your trip (tour cost). You are able to pay these cost yourself if you choose to. This amount does include your registration fee but not your Gift Aid.

Support team

A support team of several staff and vehicles will organise the ride and be responsible for:

- > Transporting luggage from hotel to hotel
- > Mechanical support
- > Medical support

- > Team support
- > Signing the route
- > Organising food and water/ snack and lunch stops

Food and accommodation

- > Accommodation is provided for every night of the trip except the last night (7th July); however optional accommodation arrangements will be made available for an additional fee. All rooms will be shared.
- > Dinner is not provided on day 1 (Sunday 4th July)
- > There will be at least 2 Water / snack stops (one in the morning and one in the afternoon) on each day of cycling.
- > Lunch and Dinner are provided for each day of riding, but not on Sunday 4th July.
- > We are able to cater for any special dietary requirements. Please remember to fill them in on the medical questionnaire on registration.

Transport

- > Ferry ticket from France to England is included in the cost. One way Eurostar ticket from London to Brussels is also included in the cost.

Weather

- > We have requested good weather, but you should still come prepared for all weathers and ensure you have packed a waterproof cycling top.

Bike Information

- > You will need to bring your own bike and helmet on the trip. Please ensure that it has been recently serviced. We will arrange for your bike to be transported safely from London St Pancras International to your accommodation in Brussels.

What is not included?

- > Travel insurance
- > Bike insurance
- > Personal spending money
- > Breakfast, lunch and dinner on day 1 (Sunday 4th July)

“WE DID IT! IT WAS THE BEST, MOST CHALLENGING, MOST PAINFUL AND ENJOYABLE EXPERIENCE OF MY LIFE. WELL DONE TO EVERYONE, WHAT AN ACHIEVEMENT.”

NEIL MOSLEY
2009 EDINBURGH
TO LONDON PARTICIPANT

THE ROUTE AND ITINERARY



4th July

Catch the 08:57 Eurostar from London to Brussels, arriving 12:03. We'll watch the sprint finish of the second stage of the Tour de France and then meet Team HTC-Columbia. The evening will be yours to enjoy Brussels.

5th July

It begins! We will leave from the centre of Brussels and head through picturesque towns towards Gent, from where we'll make our way along the canals to Bruges to spend the evening in this beautiful city.

6th July

We will head west from Bruges across Flanders towards the battlefields of northern France, crossing the border near Dunkirk. We will spend the night near Calais.

7th July

We will sail over the Channel to Dover and cycle the final 85 miles across the South Downs and on to London, finishing in Greenwich Park with wonderful views over the city and an incredible sense of achievement. A well deserved celebratory dinner awaits.

“I HIGHLY APPRECIATE THE LEADERS FOR THEIR EFFORT TO EDUCATE AND SENSITIZE CHILDREN IN THIS DIRECTION. EVEN IF THERE ARE PARENTS WHO DO NOT BELIEVE IN AIDS, CHILDREN MAY BRING THEM TO BELIEVE IN IT.”

37-YEAR-OLD MOTHER
MALI

HOW DO I RAISE £1000?



OUR STAFF ARE DEDICATED TO HELPING YOU ACHIEVE YOUR GOAL AND WILL KEEP YOU MOTIVATED IN THE LEAD UP TO THE EVENT AND THE RIDE ITSELF.

Sponsorship pack

You will be given a fundraising pack full of original ideas on how to raise the money for Right To Play. You will receive a sponsorship form, collection tins, posters and other useful materials. You will also receive a training guide for long distance cycling.

Newsletters

You will receive regular newsletters full of fundraising ideas and training advice as well as up-to-date information about your exciting trip ahead.

Online sponsorship account

We suggest you create an online sponsorship account with either Justgiving or Virgin Money Giving that your sponsors can then click onto and donate securely over the internet. Once your page has been created you can update it at any time with photos and training news. You can also change the default paragraph about Right To Play to make it more personal to you if you would like.

Facebook forum

We will provide you with a link to a Facebook group where you will be able to talk to other

riders that are taking part on the ride. This is a great opportunity to exchange fundraising ideas, and to arrange possible training rides together.

So what does it cost?

Registration:

£150 or £100 Upon registration depending on your transport options

First deposit:

£600 by 20th June 2010

Remaining sponsorship:

£400 by 20th August 2010

"IT WAS SO MOTIVATING TO KNOW THAT THIS INVESTMENT WAS BEING MADE IN ME. I MET WONDERFUL COLLEAGUES WHO INSPIRED ME AND MADE ME REALIZE THAT I WORK FOR A FANTASTIC ORGANIZATION WITH THE BEST PEOPLE! I FOUND EVERY EXERCISE, ACTIVITY AND DISCUSSION RELEVANT, USEFUL AND INTERESTING. I CAN'T THANK YOU ENOUGH!"

**LIVE SAFE PLAY SAFE TRAINER
WORKSHOP PARTICIPANT
GHANA**

RIGHT TO PLAY

TERMS AND CONDITIONS

CONDITIONS OF ENTRY

1. Anyone taking part in this event will be classed as a professional fundraiser and will be required to sign an appropriate agreement.
2. In return for a secured place on the Brussels to London Cycle Challenge, you must pay to Right To Play a non-refundable registration fee of either £100 or £150 depending on your transport needs, and commit to raising a total of £1000 in sponsorship.
3. A minimum of £600 should be received by Right To Play by June 20th. A total amount of at least £1000 must be paid to Right To Play by August 20th. Failure to do so means you must make up the balance yourself.
4. You are responsible for keeping a record of your overall sponsorship total as you will not be sent a quarterly statement unless this is specifically requested.
4. If you are unable to obtain the minimum target amount of sponsorship you are liable to forfeit your place on the ride.
5. Should you not be able to take up your place, donations and registration fees will not be refundable to you. Money will only be refunded directly to the donor upon written request.
6. You must be at least 18 on the day of departure.
7. Right To Play acts as agent only for the tour company and has no control over the organisation and running of the event. All participants take part at their own risk.
8. Right To Play has arranged transport, accommodation, a medic and guides with Face Partnerships and Pennine Events (The Company), tour operators specialising in challenge events. In making these arrangements, Right To Play is acting as your agent and is therefore unable to accept liability for any loss or damage, however arising, or for cancellation of the event for any reason outside its control. Registration fees will only be refundable should Right To Play cancel the tour.
9. All ferry, Eurostar timings and itineraries are subject to change. All transfers to and from London are at the participant's own expense.
10. Right To Play has no control over what happens on any Right To Play event from the time it departs from London to the time of its return to London, and is, therefore, under no liability in contract, negligence, or otherwise for any matter occurring during those dates or for any loss or damage sustained by any participant during those dates. Any complaint must be notified to Face Partnerships within 14 days of the end of the event.

CONDITIONS OF ENTRY FOR TEAMS

1. For the purposes of this event, a 'team' means 5 participants or more.
2. Team members may raise funds collectively through an online sponsorship account but each team member is individually responsible for raising the £600 initial donation.
3. You are personally responsible for keeping a record of your sponsorship total as you will not be sent a quarterly statement unless this is specifically requested.

4. If a team member is unable to obtain the minimum target amount of sponsorship he/she is liable to forfeit their place on the ride.
5. If a team member drops out, he or she can be replaced up to 20th June 2010. After this date, team members cannot be replaced.
6. Teams of five or more will be subject to a reduced team target. Where teams have five team members or more, the sponsorship target will be £900 per person. Where teams have ten team members or more, the sponsorship target will be £800 per person.
7. If a team member drops out and there are subsequently fewer than five team members, the original sponsorship target will apply (£1000 per person). If a team member drops out and there are subsequently between five and nine team members, the sponsorship target will fall to £900 per person.

PASSPORTS, VISAS AND VACCINATIONS

Clients are responsible for arranging, and must be in possession of a valid passport and any visa and vaccination certificates required for the whole of their journey. Information about these matters or related items (climate, clothing, baggage, personal gear etc) is given in good faith but without responsibility on the Company. It is your responsibility to obtain any necessary vaccinations for your tour and to do so well before the departure date.

INSURANCE AND CANCELLATION INSURANCE

Travel insurance is mandatory for all clients whilst on a tour organised by the Company. Clients together with their personal property including baggage are at all times solely at their own risk. Clients are wholly responsible for arranging their own insurance. Clients are responsible for ensuring that they have adequate insurance, with protection for the full duration of the tour in respect of at least medical expenses, injury, death, repatriation, cancellation and curtailment, with adequate cover. Clients making their own arrangements should ensure that there are no exclusion clauses limiting protection for the type of activities included in their tour. Clients should satisfy themselves that any travel insurance arranged through the Company is what they require and should arrange supplementary insurance if need be. Clients will be deemed to have read the insurance cover.

ITINERARY

While we endeavour to follow our itinerary there may be exceptional circumstances when this is not possible. We reserve the right to cancel or modify the itinerary as necessary. Due to the nature of the trips arrangements have to be planned well in advance, so changes may have to be made and the Company reserves the right to do this. Should a material change be necessary the Company will inform you as soon as reasonably possible. A material change includes, for example, a significant change of destination or route time by more than 12 hours. Participants are responsible for meeting the Company at the start point, accommodation or other agreed points

at agreed times. Failure to arrive at the agreed time and place could result in additional costs to the participant.

MEDICAL FORM

If you are over 65 years of age or if you have any medical condition that could be adversely affected by exercise, particularly a heart condition or asthma, you must provide Right To Play with a medical certificate from your doctor. By completing your online registration you are confirming that, to the best of your knowledge, your general state of health is good and that you take full responsibility for your health and personal well being.

MINIMUM AGE

Participants must be over the age of 18 on the day of departure. Face Partnerships and Pennine Events reserve the right to refuse participation to anyone at any time without having to disclose the reason.

CHALLENGE PARTICIPATION

We accept your booking on the understanding that you realise the hazards involved in this type of tour, including injury or death, disease, loss or damage to property, and that you come on the tour at your own risk. We accept no liability for any injury resulting from the hazards of cycling or any other activity included in the itinerary, or for any other mishaps to yourself or your property, and in particular as a consequence of strikes, wars, riots, sickness or other such happenings. Any independent travel arrangements that you make are also at your own risk.

EQUIPMENT

Clients taking their own equipment on tour are responsible for any charges for transportation levied by the transport provider including excess baggage.

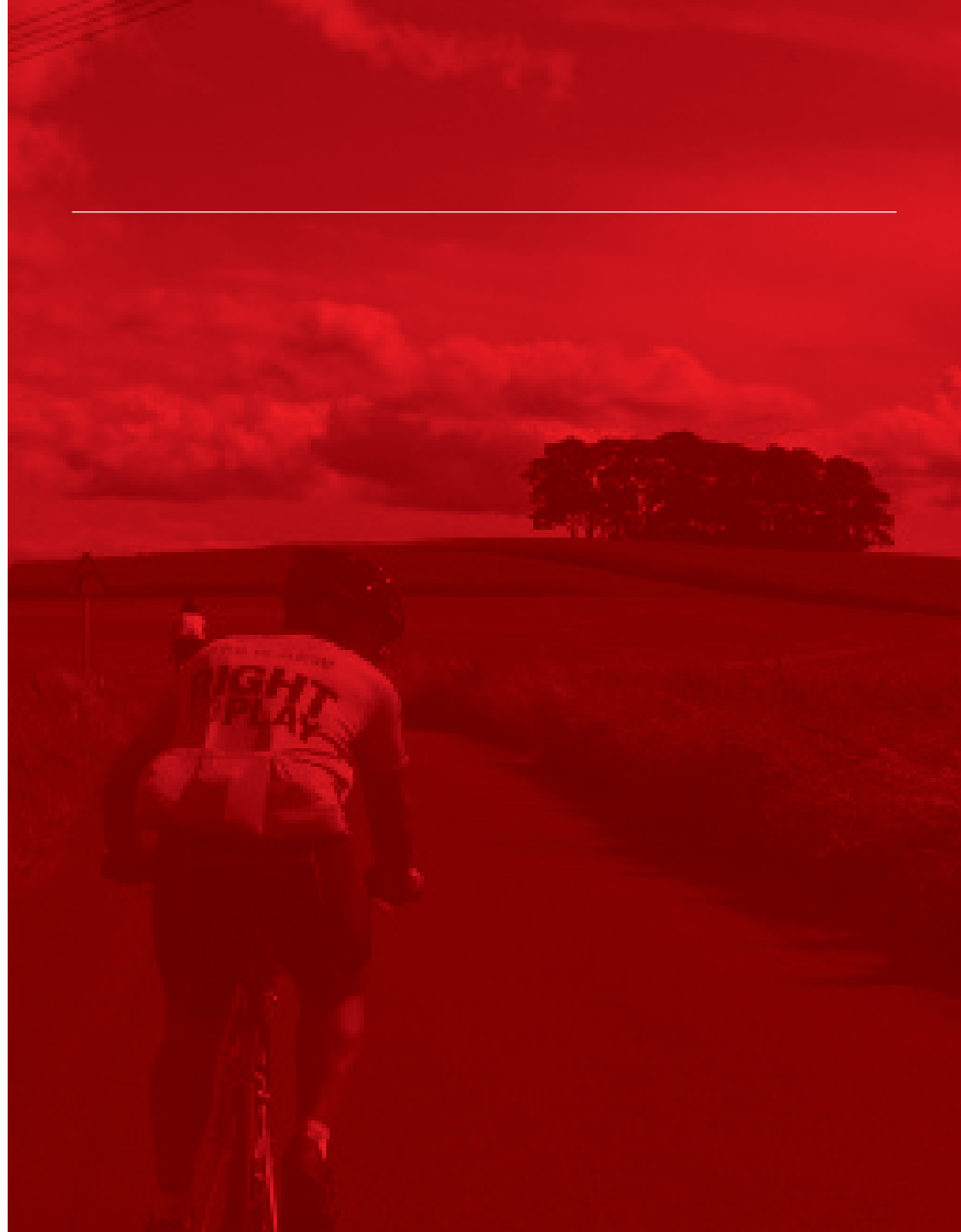
IF YOU HAVE A COMPLAINT

Should the client have a complaint about any of the tour arrangements, the client must tell both the relevant supplier and the Company's representative at the time. It is only if the Company and the relevant supplier know about problems that there will be the opportunity to put things right.

DELAYS

The timings of road or rail departures are estimates only. We cannot accept liability for any delay in your travel arrangements from or to the UK whether the cancellation or delay is caused by adverse weather conditions, rescheduling by a transport provider, port authority, mechanical breakdown or industrial action. Where long delays result in lost challenge time, no refunds are given by hotels or suppliers. Similarly, transport providers do not offer compensation for delays.

* Full T&C's available on www.righttoplay.org.uk



**RIGHT
TOPLAY**

FOR MORE INFORMATION
AND TO REGISTER ONLINE VISIT:
WWW.RIGHTTOPLAY.ORG.UK

OR CALL:
020 7812 0635

WWW.RIGHTTOPLAY.ORG.UK