

LONDON = PARIS



**clear
landmines
destroy
weapons**

SIGN UP NOW FOR JUST £149

Cycle London to Paris 2012

Raise funds for MAG (Mines Advisory Group), a UK based landmine clearance charity and co-laureate of the Nobel Peace Prize, working to clear the remnants of conflict for the benefit of some of the world's poorest people.

**0161 238 5447 events@maginternational.org
www.maginternational.org/londontoparis**



MAG

saves lives builds futures

Registered charity 1083008.



Itinerary

The London to Paris Cycle challenge brings together two of Europe's most exciting cities and is an experience not to be missed. From London we cycle through the beautiful English countryside via the North Downs and onto Dover, where we cross the channel to the French port city of Calais. For the next three days our route takes us through the rolling hills of rural France and into its vibrant capital. Our finish line is the mighty Eiffel tower in Paris where we celebrate our achievements – French style!

DAY 1 LONDON – CALAIS 135km / 85 miles

From the start line in Blackheath Common our route quickly leaves behind the busy commuter roads and heads on into the rolling fields and villages of rural Kent, passing orchards and traditional oast houses where hops are stored. We head through Tonbridge and follow country roads across the hills of the North Downs to Dover and the coast. Taking the ferry to Calais, we have dinner on board and cycle the short distance to our hotel in Calais.

(Dinner on ferry not included)

DAY 2 CALAIS - ARRAS 145km / 95 miles

After a hearty breakfast, we head south through beautiful French countryside. Our route takes us along small, quiet roads through villages and small towns. During the afternoon we ride past small War Cemeteries such as at Noordpeene and Gauchin, a reminder of the remarkable history of this region. The terrain is reasonably flat to begin with but becomes more undulating as we travel south. We spend the night in Arras.

DAY 3 ARRAS – COMPIÈGNE 125km / 80 miles

This morning we continue through villages and along quiet picturesque French roads to the more forested region of Compiègne, where we spend the night. This attractive town lies on the banks of the River Oise.

DAY 4 COMPIÈGNE – PARIS 90km / 57 miles

Our final day's cycling takes us southwest, initially through small villages and woodland before we meet the outskirts of Paris. Needless to say, the volume of traffic increases but our destination and the finish is in sight! We cycle through the Parisian streets, sweeping around the arc de Triomphe and down the famed Champs-Élysées to our finish beneath the lofty arches of the Eiffel Tower. We head to our hotel and get ready for a celebration meal to mark our achievement.

DAY 5 PARIS – LONDON

After breakfast you are free to explore the city; why not go up the Eiffel Tower or visit renowned attractions such as the Arc de Triomphe, the Louvre, and Notre-Dame Cathedral. You are responsible for getting yourself and your bags to the Gare du Nord on time for your afternoon Eurostar train to St Pancras, where you will be reunited with your bicycle

This is a complex itinerary and subject to change.





Frequently Asked Questions

Available Dates in 2012

16 - 20 May

13 - 17 June

1 - 5 August

Registration fee: £149

Minimum Sponsorship: £1,650

Who is organising the event?

MAG has appointed a specialist event management company called Discover Adventure (ATOL 5636) to run the event on our behalf. www.discoveradventure.com

How fit do I need to be?

In total we will be cycling 495km/317 miles over four days. This challenge requires a good level of fitness to be able to complete the route; training is therefore vital beforehand. The fitter you are the more you will enjoy the adventure.

Is there a minimum and maximum age limit to take part?

The minimum age limit for this event is 14 years; there is no maximum age limit but if you are over 60 you will need to ask your doctor to sign the medical form.

What will the terrain be like?

The route we take is undulating; there are hills but plenty of flat and downhill sections too. The French roads we use provide ideal cycling terrain which take in the most cycling-friendly routes possible.

What will the weather be like?

Southern England and Northern France have very similar weather; rain is always a possibility. Temperatures average between 16 -32°C in August/September.

What kind of support is provided?

The trip will be led by experienced Discover Adventure leaders. There will be full medical and mechanical support including support vehicles for participants to ride in, in case for any reason they are unable to continue.

What type of accommodation will we be staying in?

Accommodation is in 2-3* hotels, picked for their proximity to our route. The hotels are comfortable with en-suite facilities. Please note standards may vary between the hotels and participant room sharing is on a twin/triple, single sex basis.

I am travelling with a friend/partner. Is it possible for us to share accommodation during the trip?

We cannot guarantee it but we will try. Just make sure that you put the name of your friend/partner joining you on the trip on the registration form.

What do I need to provide?

When you register to take part in Cycle London to Paris we request a fee of £149 with your registration form and you will need to raise a further £1,650 in sponsorship. You will also need to provide adequate travel insurance. We will supply you with a list of what you will need to take, recommending the type of kit that you will require.

How do I raise £1,650?

There are many different ways of raising money, through your friends and family, organising a fundraising event or asking your employers and colleagues to support you, and don't forget that we are here to help. We will provide you with tips, advice and resources to make reaching your target as painless as possible and will help you in any way we can. If you are unsure about anything or need MAG's help please give Zoe a call on 0161 238 5447 or email zoe.corden@maginternational.org

How do I convince sponsors that this is not a holiday?

This fundraising challenge cannot be considered a holiday! It is designed to be a huge personal achievement that requires a lot of hard work with preparation and training, raising the sponsorship and finally the challenge itself.

What is included in the event cost?

Ferry from Dover and Eurostar back from Paris, baggage and bike transfers, all accommodation, all meals except dinner on the ferry and those in "free time" on day 5. This includes snacks, water, fruit and celebratory meal, Tour leaders, bike mechanics and full back up support including bicycle and first aid supplies.

What is not covered in the event cost?

Transfers to and from UK departure and arrival point, bike and cycling helmet, alcoholic drinks, dinner on the ferry and meals during "free time" on day 5, items of a personal nature (a kit list will be provided), personal insurance, support team tips and personal spending money.

How much of my sponsorship will go to MAG?

We are asking each participant to raise £1,650 in sponsorship. Of this, less than half will cover the cost of running the event but the more you raise above this target, the more MAG will receive, so please raise as much as you can! The non-refundable £149 registration fee is not included in this total.

What if I don't raise the sponsorship money?

We do request that the full sponsorship target is received by MAG ten weeks before departure. If you do not raise this amount you are liable to forfeit your place on the challenge or transfer to a later departure date. If you do experience difficulties, please contact us as soon as possible and we will help you out in any way that we can.

How do I register?

You can register directly with Discover Adventure by sending them your payment of £149 with the registration form, or you can register online at www.maginternational.org/londontoparis. Once registered you will receive the event confirmation pack from Discover Adventure and fundraising materials from MAG.



Why Take Part?

Every day 15 people are killed or maimed by a landmine explosion. By taking part in Cycle London to Paris you will be helping MAG to continue lifesaving work in conflict affected countries across the world, whilst at the same time pushing yourself physically to achieve a major personal goal. This is a fantastic cycling challenge which you will never forget.

About MAG

MAG (Mines Advisory Group) is a neutral and impartial humanitarian organisation clearing the remnants of conflict for the benefit of communities worldwide. MAG is co-laureate of the 1997 Nobel Peace Prize, awarded for its work with the International Campaign to Ban Landmines (ICBL). MAG works in affected areas enabling recovery and assisting the development of local populations. MAG consults with communities and works to lessen the threat of death and injury, while releasing reclaimed and safe land and other vital resources back to the population, helping countries to rebuild and develop their social and economic potential. MAG has worked in around 35 countries since 1989 and currently has operations in 18 countries worldwide including Vietnam, Cambodia, Sri Lanka, Angola, Sudan, Democratic Republic of Congo, Republic of Congo, Iraq, Gaza and Afghanistan.

"I lived here when the area was mined. It stopped us from working in our gardens and we did not have fresh water. Since MAG cleared this land my life has improved enormously because my family and I have good crop production. We are in good health now because we can eat from our own garden that we cultivate ourselves."

Merciana Kasinda, Angola

"...because of war I lost my first beloved husband, and it has been difficult to live ever since as I could not cultivate land to support my family. Every breath we took, we lived in fear... I didn't want to see any of my children becoming amputees or dying because of landmines... I believe that in the future, my family and all who live in this village will live in safety because MAG has cleared the mines away."

Lay Rim Au Chhurkram village, Krong Pailin, Cambodia

"For humanitarian reasons, in order to prevent further loss of human lives, I asked MAG to come to Kenge. My request has not been futile: I am very happy that MAG already picked up more than 300 items of unexploded ordnance."

Longin Kafinga Mbumba, Chief of Kenge, Democratic Republic of Congo

"Every time I come to the stadium to watch the local teams playing soccer, I carefully read all warning signs on MAG's billboards. I was taught to do so when I was in school, so I can live safely in the contaminated areas which surround me"

Mohammed Yousif, a 16-year-old football fan from Choman district, Iraq

Testimonials from past cycling events

"The camaraderie and team spirit from cyclists and support crew was amazing, and the personal satisfaction and sense of achievement was something I had never experienced before. Despite occasionally hitting the pain barrier I smiled every single day. It was a highpoint in my life - and it benefited a worthwhile cause."

Lee Patterson

"I wanted to set myself a funky challenge. Something that would get me overseas, with a bunch of folk I had never met before. Something that would stretch me physically and mentally and maybe benefit someone else if I could do it for charity. When I saw the details from MAG, I jumped at the chance and it exceeded in every way I could have hoped. Highly recommended!"

Max MacGillivray

MAG 68 Sackville Street Manchester M1 3NJ United Kingdom
T 0161 238 5486

E events@maginternational.org

Registered charity 1083008 Back page photographs © Mike Fryer (top) Sean Sutton (others)/MAG

