Join in to help Dentaid to help disadvantaged communities

**Dentaid tackles Mount Sinai for 2007 Trek**

Dentaid is offering members of the dental profession and the general public the opportunity to conquer Mount Sinai, visit the Pyramids and trek through part of the Sahara—one of the most varied and beautiful desert landscapes in the world. The Char-ity Trek, which takes place from the 25 Nov–1 Dec 2007, will raise vital funds for Den-aid’s pioneering work improving oral health for disadvantaged communities around the world.

The challenge event follows on from Dentaid’s highly successful Italy trek climbing the three active volcanoes of Vesu-vius, Stromboli and Etna in 2006, which was hailed by all who took part as an experience of a lifetime.

Chief Executive Luke Wordley said—“This year we wanted to take our supporters somewhere more exotic, and offer experiences even more out of the ordinary!” The trips highlights include—Visiting the Pyramids at Gizaa of the Seven Wonders of the Ancient World; Climbing Mount Sinai—where Moses is believed to have received the Ten Commandments; Encountering the grandeur and beauty of the Sinai landscape, and camping out in Beduin tents or even under the stars of the pristine desert sky. On the last day there is also a chance to relax on the shores of the Red Sea.”

Those who would like to take part must raise a minimum of £400, of which at least £100 goes to Dentaid after tour costs. However, Fundraising Assistant Dafydd Pierce is determined that no-one should be put off by this aspect of the challenge. Almost 100 people have suc-cessfully taken part in Chal-lenge Events for Dentaid in the past and with Dentaid’s exten-sive support, advice and ideas, past trekkers have regularly ex-ceeded their fundraising goals with ease.

Dentaid has split the 874 mile journey into 56 legs and is asking par-ticipants to simply ride one leg, which is about 25 miles. There will be 26 25-mile legs per day and each leg should take about 5 hours to complete. In addition, the last 25 miles does not have to be ridden by one person; a team of 5 could do 5 miles each and any number of prac-tices can take part at any one time.

To participate in the chal-lenge Dentaid is asking that each practice raise £1000 in sponsorship. Dentaid will be there every step of the way to support the fundraisers with ideas, tips and promotional mate-rial, enabling them to max-imise their fundraising oppor-tunities. Dentaid will also pro-vide advice on training for the ride to ensure that everyone completes their section of the route.

The Denplan/Dentaid sup-port team will be present throughout the entire journey, encouranging the riders and en-suring the health and safety. There will be two support vans with the cyclists at all times, plus a co-ordination team to meet, greet and photograph the cyclists at the start of each leg. Dentaid employees have also got into the spirit of the occasion and at least one employee will be taking part in each section of the route.

To celebrate the end of this epic 9-day journey, Dentplan is asking as many riders as possi-ble to raise money and ride the final 14 miles from Penzance to Lands End on 9 September 2007 between 17:00 and 19:00 hrs.

Denplan practices get pedalling for Dentaid

Dentaid and Denplan have announced the partnership’s first major challenge event, taking place from 1 to 9 Sep-teMBER 2007. The bike ride, fol-low the famous route from John O’Groats in the north-east tip of Scotland to Lands End in the south-west tip of England, will enable Den-plan members from all over the UK to take part and raise money in support of the part-nership. Already, over 20 Den-plan practices have signed up to take part and the numbers are still growing.

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