



PRESS RELEASE

British Rider to begin International Campaign for Education from Lahore on Oct 03 at GODH

October 2, 2005 – Lahore

Mr. Stephen McCutcheon the 26 year old British Youth, who aims to ride 10,000kms on horseback to promote education in Pakistan, India and China, will start his campaign in Pakistan from Lahore on Monday, October 03. The campaign is called 'Riding for Education' (R4E).

This was unveiled by Stephen McCutcheon here at a Press Conference held at Lahore Press Club today.

He told the media that during his 59 day long ride, Mr. Steve will travel around one thousand kilometers across NWFP, Punjab, Northern Areas and AJK via Upper Chenab and Jhelum Canals onto GT road to Islamabad. Then he will travel to Gilgit via Muree and Kaghan Valley and move on to Khunjerab pass via Hunza and the Karakorum Highway to China.

The objectives of the campaign are to raise £100,000 from overseas donors for ActionAid International to support education projects in each of the above countries; to raise awareness about the diversity of education initiatives, benefit ten credible education institutions at the grassroots and involve all segments of society in education. The ten education institutions are profiled along the route from Lahore to Khunjerab Pass.

UNESCO, Ministry of Education, Pakistan Television Corporation (PTV), Ministry of Tourism, The British High Commission, Strengthening Participatory Organization (SPO), ActionAid International, Agha Khan Education Services, Pakistan Tourism Development Corporation (PTDC), Central Board of Revenue and several other corporate and non-profit organizations are supporting this campaign in Pakistan

The campaign will start from 'Godh' a Non Government Organization working on the outskirts of Lahore on October 3, 2005 at 10:30 am. Godh is providing free education to the children of gypsy communities. A large number of elected representatives, academics, civil society organizations, philanthropists and community leaders are expected to be at the departure ceremony.

Mr. Stephen McCutcheon
Tel: 0300 8847075
Email:
steve7502@yahoo.co.uk

Mr. Nazir Ghazi
Godh CEO
Tel: 03004582317
Email:
Godhlahore@yahoo.com
Godh1@hotmail.com

Mr. Shakeel Abro
Manager SPO Lahore
Tel: 0300 303 0361
Email: sabro786@yahoo.com