



Press Release

Ten thousand kilometer horseback campaign for education reaches Al Qasim Institute, Jhelum.

For Release: 27 October 2005

British Horserider recently visited the Al Qasim Institute in Jhelum yesterday as part of the 10,000km international Riding for Education (R4E) campaign in Pakistan. Mr. Stephen McCutcheon is riding on horseback from Delhi across Pakistan to Beijing in China on a bid to promote education in each country.

His aims are to raise £100,000 from overseas donors to improve education and to raise awareness abroad about the real reasons for a lack of education in the countries he rides through.

The Riding for Education campaign is promoting ten schools in Pakistan that act as shining examples of the different types of education in the country. Mr. McCutcheon recently visited the Al Qasim Institute to highlight the work being done here for mentally retarded children.

The Al Qasim Institute aims to make each child admitted self-dependant in adult life by exploring the full capabilities of each child. The institute was established in 1984 and presently has over one hundred students. No fees are charged. The establishment is now extending their amazing work to all the remote areas of the district and is seeking financial help to achieve this.

In Pakistan the campaign's route will travel over one thousand kilometers across NWFP, Punjab, Northern Areas and AJK via the Upper Jhelum Canal onto the 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 campaign is being well covered internationally by the foreign press and a documentary is currently being filmed in collaboration with Pakistan Television Corporation (PTV). UNESCO, Ministry of Education, 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 Pakistan leg of the campaign started from Lahore on 03 October 2005. Today Stephen will continue his journey along the GT road to Islamabad and across the Earthquake affected areas. He will reach Islamabad on 29 November and will be visiting the next school in the city on Tuesday, 01 November. Mr. McCutcheon is fundraising for each school and also for the establishment of schools in the Quake affected areas of the country. People wishing to contribute to the campaign may contact with him or visit the campaign website (www.r4e.org) for more information.

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