

ARA Dunedin
ARA Venn

PRESS RELEASE
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ARA @ **LEJOG 21**

ARA Europe through both **ARA Venn** and **ARA Dunedin**, represented by **Mark Ebbinghaus** and **Roun Barry** respectively, is pleased to announce the success of their participation in the “End to End” or “LEJOG” (from Land’s End to John O’Groats), one of the greatest cycling challenges of the British Isles, which took place between 27 August and 4 September. This initiative aligned with the firm’s ESG policy whereby (at least) 1% of each of our profits and people’s time, on an annual basis, are given to support community causes, together with a pledge to be carbon neutral.

Mark and Roun completed this challenging event by cycling 1,615km, while climbing 19,426m – all in just 9 days (180km per day), encountering persistent and strong headwinds and heavy roads along the way, against the backdrop of some of the most beautiful parts of Britain, from the coves of Cornwall to the lochs and mountains of Scotland, with highlights in between, including the Lake District, Cumbria and the borders.

Their determination and commitment in successfully completing this challenge raised over £15,000 of funds for **Coram**, a specialist group of children’s charities, committed to improving the lives of the UK’s most vulnerable children and young people. These organisations provide a range of adoption and fostering services, education and early years support, and legal services to families, children and young people, together with training for professionals to develop their own innovation and insight. We are delighted to support Coram once again through our ESG initiatives.

“Following the success of the ARA Chiltern Classic, we were thrilled to hear Mark Ebbinghaus and Roun Barry wanted to combine their passion for cycling and supporting Coram by taking on the famous Land’s End to John O’Groats cycle challenge – LEJOG2021. Huge congratulations for completing the challenge and thank you from all of us at Coram. It is thanks to people like Mark and Roun, and organisations like ARA, that we are able to improve the lives of the UK’s most vulnerable children and young people – creating a change that lasts a lifetime. You’re true Champions for Children.”

Julian Hare, Head of Corporate Partnerships, Coram

