



EyeOnAfrica

21 Kinlet Close
Coventry
Warwickshire
CV6 3LS

Dear Sir or Madam,

To raise money for Childreach International, my good friend Alan Wells and I will complete the trip of a lifetime. On 1st June 2009, we will set off from the London Eye on bicycles and by 30th June 2010, at the end of an incredible expedition, we will reach the Green Point Stadium in Cape Town, South Africa.

Alan and I view EyeOnAfrica as a fantastic opportunity to contribute towards improving the lives of those in the countries we will be passing through. For us, immersing ourselves in such different cultures to our own will be extremely rewarding and while our lives will be enriched by this experience we more importantly hope to offer the African societies the benefit of funds raised to help promote and improve their schooling facilities.

Childreach International is a child-focused community development charity that supports innovative development initiatives in the global south. Working with local partners in some of the poorest nations in the world, the charity supports grass-roots work that improves the health, education and general wellbeing of children and their families. We feel Childreach will utilise the money we raise to improve the quality of life for countless people and generations that follow.

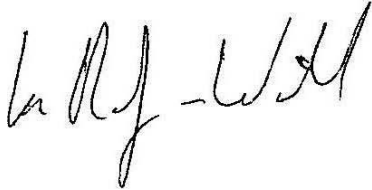
Our inspirational journey will take us 12,000 miles across some of the most exciting, different and underprivileged countries in the world. Leaving behind the comfortable familiarity of England, we will head first through the passive roads of France and Spain before entering the arduous roads of Africa via Morocco. From Morocco, we will continue to ride through Western Sahara, Mauritania, Senegal, Gambia, Guinea, Mali, Burkina Faso, Ghana, Togo, Benin, Kenya, Uganda, Tanzania, Malawi, Zambia, Mozambique, Swaziland, Lesotho and, finally, South Africa. Whilst boats will see us across the English Channel and the Mediterranean Sea, and a plane will fly us over the less stable regions of Congo and Central African Republic, the vast majority of the 12,000 miles will be completed on our bikes. The physical extremities of the journey will place huge demands on our bodies, but the challenge is something we know we will relish and training has long since begun.

Alan and I are fully committed to the EyeOnAfrica dream because we would like to make a difference to our own lives and so many more. We write to you now to ask for any help that you would be able to offer us in aid of our quest.

In return for your generosity, we will be happy to negotiate how we can promote your company on our website and by branding on our bikes, clothes and equipment. It may interest you to know that our arrival in South Africa will coincide with the 2010 football World Cup, which we are sure will offer excellent advertising opportunities.

Our website www.eyeafrica.co.uk is available to view however, it is only a preliminary site a new site we be online shortly. We would like to invite you to visit the site to take a more detailed look at our preparations. Alan and I can be contacted by phone, letter or email, all of which are listed above. Thank you for your time, hopefully for your interest and for any help at all that you may be able to offer.

Yours Faithfully,

A handwritten signature in black ink, appearing to read 'Ian Mowbray-Williams' in a cursive style.A handwritten signature in black ink, appearing to read 'Alan Wells' in a cursive style.

Ian Mowbray-Williams Alan Wells