



For immediate release

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Sam saddles up for FARM-Africa Adventurer begins epic cycle ride for charity

Sam Williams, a 25 year old adventurer, has embarked on an epic journey in aid of FARM-Africa. Sam has already broken records rowing solo across the Atlantic Ocean and now, a year to the day he reached dry land in Antigua. He resumed his Herculean global quest mounting a bike to cycle from London to Kenya!

Sam's 6,000 mile journey to Mwingi, Kenya, will bring face to face with the farmers that FARM-Africa work with whose lives he has helped to transform through his support.

The daring novice cyclist departed from Blackheath, London; from here he cycled to Dover and then travel across Europe, through Turkey, Asia and the Middle East to Africa.

Sam will be keeping in touch with his supporters through his regular blog on his website www.pedallingalltheway.com and his experiences will be shared on Twitter too. www.twitter.com/samwilliamsuk.

“Sam is an extraordinary individual who time and again has proven himself to be amazingly dedicated to improving the lives of Africa's farmers by putting himself through huge personal challenges in aid of FARM-Africa's work. Everyone at FARM-Africa is proud of Sam's efforts and wish him the very best of luck”, said Gina Beloff, Director of Fundraising at FARM-Africa.

If you would like to support Sam's efforts please log on to www.justgiving.com/pedallingalltheway .