

R2A cycle challenge promoting awareness to help SA, Africa youth

In a bid to raise awareness on the importance of encouraging a culture of sport in South Africa, as a means to break socio-economic barriers among the youth, more than 30 amateur cyclists will take part in a 600-kilometre cycling challenge, titled *Road to Awareness (R2A)* across the Western Cape. The challenge kicks off at the Westin Cape Town in August 2018 and will be led by Western Cape Economic Opportunities MEC, Alan Winde, trailed by a team of cyclists representing various hotels in Marriott International hotels' portfolio across Africa and the Middle East.



fgmnp via [Pxabay](#)

"Sport has an unbelievable way of bringing people together and in a country like ours where so many of our people face economic uncertainty, nurturing a sporting talent is one way of breaking free from those circumstances, changing lives and uplifting our communities, especially among the youth," says Leon Meyer, general manager at the Westin Cape Town, hosts of the event.

The [R2A cycle challenge](#) forms part of a series of key events initiated by Marriott International to raise funds for charities in Africa and the Middle East each year. This year, the Laureus Sport for Good Foundation – an organisation committed to using sport as the main vehicle for change to overcome poverty, discrimination, drug abuse and other social challenges has been selected as the R2A beneficiary in South Africa.

"We are proud of this selection. The foundation's overarching goal is to use sport as a tool for social change. Its ability to promote respect and teamwork helps bring people together on the playing field and at the same time helps to tackle problems that extend to the core of society itself. Sport is a powerful weapon to help facilitate change in South Africa," says Brett Graham, executive director.

During the R2A cycle challenge, cyclists will follow a pre-selected route, which starts and ends at the Westin Cape Town. In between, cyclists will make their way past several other areas, including Wellington, Stellenbosch, Hermanus, Muizenberg and Camps Bay.

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