

## Children in the Wilderness benefit from bikers

**Mariëtte van de Werken**

THE telecommunications company, Huge Telecom, part of the Huge Group, contributed in excess of R100 000 to the non-profit organisation, Children in the Wilderness, a rural children's environmental and life skills programme for vulnerable children recently.

As part of its social responsibility commitment, Huge Telecom took ten of its fittest staff members to participate as a corporate team in the annual Tour de Kruger Charity Mountain Bike Ride, held between the Northern Tuli Game Reserve in Botswana and the Pafuri camp in the Makuleke region of the Kruger National Park in South Africa. The ride, an annual event, is the main source of income for the Children in the Wilderness development pro-

gramme. The money raised from the ride, which has been held annually since 2005, is channelled back into the communities through which the cyclists ride.

The Huge Telecom participation was initiated by CEO, Mr Anton Potgieter, a regular supporter of the ride who has ridden twice previously. The Huge Telecom team was led by Huge Group's Marketing Manager, Mr Duncan Palmer.

The ride was not all plain sailing and the Huge Telecom team had to contend with a number of unexpected situations, including the injury of one cyclist and some technical difficulties along the way. But all in all it was a great experience with the team members pulling together to complete each day in high spirits whilst cycling through the beautiful African bushveld in aid of a great cause.