



**EASTERN CAPE MARKETER**

**MEDIA RELEASE**  
**11 October 2017**



**The Eyabantwana**  
**For the Children Trust**



**CHILLING-** *The Grandads Army received a warm welcome on arrival at College Motors in Graaff Reinet earlier this week. (Supplied: Hype PR)*

### **WIND AND CHILL NO MATCH FOR GRANDADS ARMY**

OCTOBER 2017 – THE "Grandads Army" has once again taken to the road for this year's Rob Burton Memorial Ride, a stamina-sapping four-day 1 160-km ride to Stellenbosch via Middelburg, Willowmore and Swellendam. The relay teams, comprising of 13 cyclists, aims to raise funds for the Eyabantwana Trust.

The Grandads Army, comprises of three groups of relay teams, namely, "the Army, the Navy and the Air Force", is also commemorating the lives of Rob Burton and Arthur Salzwedel who lost their lives during a training ride.

The gruelling trip kicked off from Caltex Beacon Bay at 05:30 on Sunday morning (subs: 8 October 2017) and saw 13 cyclists make their way through to Middelburg via the N6. The three teams collectively completed the daunting 300km cycle challenge, arriving in Middelburg at 16h00 on Sunday afternoon.

Day two of the Rob Burton Memorial Ride from East London through to Stellenbosch ensured the Army, Navy and Air Force cycled their hearts out just to remain warm.

The three groups ventured from Middelburg through to Willowmore along the N9 in 4-degree weather on Monday morning. (Subs: 9 October).

Even though it was cold and miserable, spirits remained high and was further fuelled by some Seattle Coffee and breakfast during a quick stop at College Motors in Graaff Reinet. The day warmed up to “toasty” 13 degrees before arriving in Willowmore late afternoon.



**LONG ROAD AHEAD – The Granddads Army battling the hills and elements during the 3<sup>rd</sup> leg of the 1 160-km relay in aid of The Eyabantwana Trust. (Supplied: Hype PR)**

The team set off early yesterday morning (subs: Tuesday, 10 October) for the third leg that will take them to Swellendam.

In the first and second year more that R500 000 was raised for the Eyabantwana Trust. This year the group of riders is hoping to raise over R250 000 which will go towards the much-needed burn-surgical equipment for the paediatric patients at the Frere Hospital and the Cecilia Makiwane Hospital based in East London.

“We have a steep fundraising hill to climb, but we are confident that the Eastern - and Western Cape communities will once again support this great cause,” expressed ride organiser Dr Colin Lazarus, an East London Hospital Complex Paediatric Surgeon and one of the original members of Granddads Army.

Caltex Eastern Cape Marketer (CECM), the official fuel sponsor of the support teams, commended the Eyabantwana Trust for their dedication in raising awareness and funds to assist burn victims in the Eastern Cape.

“The money raised by the Granddad's Army has become a beacon of hope for so many burn victims in the Eastern Cape. Our young children are particularly vulnerable, with burn injuries claiming many a young life each year.

As a major role player in the Eastern Cape fuel industry, we at Caltex Eastern Cape Marketer, take our responsibility seriously and believe that through awareness, preventative campaigns and ensuring that proper care are given to burn victims the effects of this scourge could be greatly reduced" said Clive Berlyn, CECM CEO.

The event is organised by the East London-based Eyabantwana – For the Children Trust. To ensure all fundraising proceeds go fully and directly to the organisation, riders and support teams cover all their own costs leading up to and during the event.

The Granddads Army is expected to reach Stellenbosch on Wednesday (Subs: 11 October 2017).

## **Ends**

**Words: 530**

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*Issued by Maven Connection on behalf of Caltex Eastern Cape Marketer.*

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## **EDITORS NOTE:**

- **The Eyabantwana – For the Children Trust:**

*The Trust was established to support the work of the Children's Surgical Service based at Frere and Cecilia Makiwane Hospitals (East London, Eastern Cape), the main referral centres for children requiring complex surgery in the Eastern Cape.*

*[www.eyabantwana.co.za](http://www.eyabantwana.co.za).*

- **The Rob Burton Memorial Ride:**

*In memory of Rob Burton, a relay cycle tour from East London to Stellenbosch to raise money for urgently-needed equipment to treat paediatric burns victims at the Frere and Cecilia Makiwane Hospitals based in East London.*

*Caltex Eastern Cape Marketer contributes R40 000 to the Rob Burton Ride covering the cost of the fuel of the support teams and sponsors a set of race shirts for each of the cyclists.*

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*Website: <http://www.eyabantwana.co.za>.*

*Facebook: <https://www.facebook.com/RobBurtonMemorialRide/> or like: @RobBurtonMemorialRide*

- **Caltex Eastern Cape Marketer (CECM):**

*CECM, the master franchisor of over 100 Caltex service stations in the Eastern Cape, has invested over R500-million in just over a decade in revamps, upgrades and building new sites, to ensure that locals and travellers have access to Caltex service excellence across the length and breadth of the province.*

Website: <http://www.caltexec.co.za>

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- **Caltex Branded Marketer:**

*A Caltex Branded Marketer is an independent investment partner with Chevron and has bought the right to act as wholesalers of fuel on Chevron's behalf. It is responsible for all Caltex petrol stations in its territory. The Branded Marketer owns the sites and leases them to a retailer-operator, and/or has supply agreements with retailer-owned and operated Caltex stations. The Branded Marketer wholesales and supplies fuel and related products to the Caltex retailers in its region and supports them with training, quality assurance, business acumen, marketing, and compliance issues.*