

Ride2Live launches #RideWithMe campaign, calls on public support

In partnership with the National Cycling Academy Forum (NCAF), and supported by Coronation Fund Managers Ride2Live has launched the #RideWithMe campaign, calling on the public to help support SA's township-based cycling academies.



Image source: www.ride2live.co.za

NCAF general secretary and key contact for the academies during the campaign Buhle Madlala says: “We’ve launched the [#RideWithMe campaign](#) in collaboration with Ride2Live to inspire individuals and companies to make a lasting difference to the lives of South Africa’s top township-based cycling academies and their deserving teams of racing cyclists – some of whom have Olympic potential! Join our #RideWithMe campaign on Facebook and Instagram make a difference today.”

Addressing challenges faced by up-and-coming cyclists

The NCAF represents a collective of 34 township-based cycling academies which have organised themselves to address common challenges faced by up-and-coming cyclists. The organisation’s mandate includes driving transformation and development in the sport of cycling, identifying and developing future champions, and connecting riders to professional cycling industry opportunities and networks.

The six academies featured in the campaign are:

1. The [Songezo Jim Cycling Academy](#) in Masiphumelele, Cape Town (supporting 35 riders)
2. [Bonga Ngqobane’s Bonga Cycling Academy](#) in Khayelitsha (supporting 21 cyclists)
3. [Ekurhuleni Cycling Club \(ECC\)](#) in Johannesburg (supporting 25 riders)
4. The [Legadima Cycling Club](#) in Cosmo City, Johannesburg (supporting 20 cyclists)
5. The [Tshwane Urban Riders](#) in Mamelodi, Pretoria East (supporting 28 senior and 17 junior cyclists)
6. The [Shaka’skraal Cycling Academy](#) in KwaZulu-Natal (supporting eight cyclists)

“Through the campaign we encourage sustainable financial contributions to these academies via the dedicated donation platforms Givengain and Backabuddy - links to which you’ll find on the #RideWithMe campaign page. We will also continu

to collect gear, bicycles and equipment via prominent local cycle stores such as Cycle Lab SA, Chris Willemse Cycles, Olympic Cycles and Bruce's Cycles," says Madlala.

All funds raised will go directly to the academies and will be used for nutrition, race entries, transport, cycling and training equipment, and specialised training. Regular updates on the use of these funds, and the impact made, will be shared with donors by Ride2Live and the NCAF.

Sustainable relationships encouraged

"While once-off donations, especially racing bikes, wheels, cycling computers/GPS and trainers at the identified cycling stores are welcomed, we also encourage individuals and brands to support the NCAF and its member academies, which are registered non-profits, to form lasting and sustainable relationships – whether it be financial, mentorship, training or otherwise," says Madlala.

For more information on Ride2Live go to www.ride2live.co.za. NCAF general secretary Buhle Madlala can be reached at nationalcyclingacademyforum@gmail.com or visit the [NCAF Facebook page](#).

For more, visit: <https://www.bizcommunity.com>