



NOV 2015
Run the race of
your life, for
their future

Two continents
EXPERIENCE
ISTANBUL **2015**

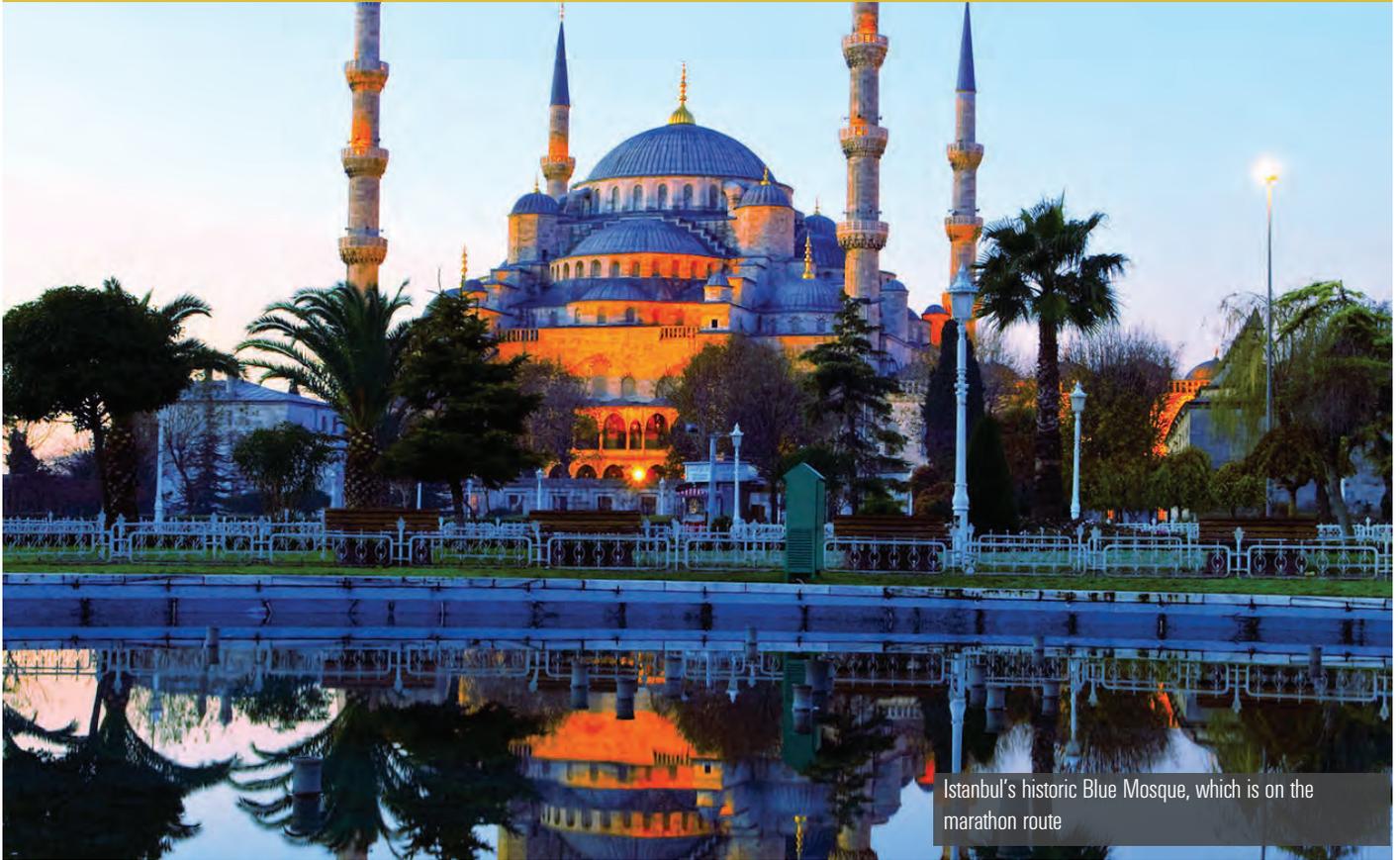
8KM FUN WALK • 15KM RUN • 10KM RUN • FULL MARATHON



**Self Help
Africa**

www.selfhelpafrica.org

THE CITY WHERE EAST MEETS WEST



Istanbul's historic Blue Mosque, which is on the marathon route

For centuries it was the gateway to the East – the city that bridged two continents.

Today, Istanbul is Europe's biggest city, a buzzing and colourful metropolis that is home to nearly 14 million people.

Known at different points in its 5,000 year history as Byzantium, Stamboul and Constantinople, Istanbul was for centuries the capital of the Ottoman Empire, whose influence spanned from Russia and southern Asia through the Middle East to the Balkans and the Mediterranean.

It is an exotic city with a unique cultural heritage – the point where Europe meets the East.

Self Help Africa is offering supporters a unique Autumn challenge this year, with a trip being arranged for 20 volunteers to take part in the 37th **Vodafone**

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Istanbul Marathon. The event provides opportunities for all levels - offering an 8km Fun Walk, a 10km or 15km run, as well as the 42km full marathon.

The marathon starts on the Asian side of the city and passes many of the city's great historic sites including the Blue Mosque and the Hagia Sophia, finishing in the capital's Inonu Stadium, home of the Besiktas football club.



Competitors taking part in the 2014 edition of the Vodafone Istanbul Marathon

THE VODAFONE ISTANBUL MARATHON 2015

The Vodafone Istanbul Marathon takes place on Sunday 15th November, and we're inviting competitors to fundraise a sum of **£1,200** to join us on a four-day trip to Istanbul.

Participants will depart from London on Friday, 13th November, and will spend three nights in the city – before returning home on Monday, 16th November.

The itinerary for participants who join us at this year's Istanbul Marathon will include:

- Flight departures from London on Fri, 13th November, 11 am
- Cultural visits and Marathon Exhibition on Sat, 14th November
- Istanbul Marathon and post-race entertainment on Sun, 15th Nov
- Depart to London on Mon 16th, 1pm

Registration, for which an £100 fee is required, is now open, and we will allocate the spaces on a first come first served basis. All travel, accommodation and race enrolment costs are included.

Competitors will be provided with a 'lace chip' for their running shoes, to allow both the competitor and the race organisers to record accurate finishing times.

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accommodation and
race costs are included.**

The course for the Vodafone Istanbul marathon is mostly flat, on asphalt, and takes place on a route clear of traffic.

HOW YOUR MONEY CAN HELP

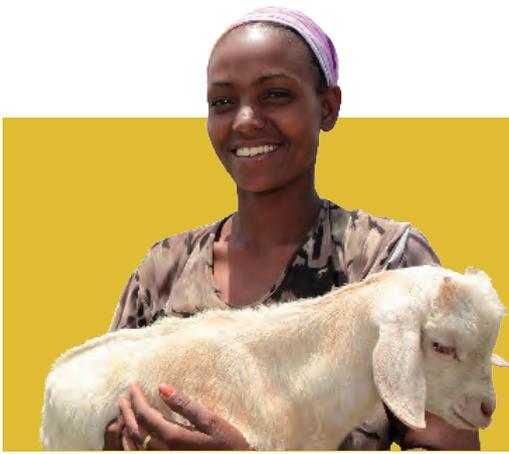
£100 could buy two bicycles to enable volunteer farm advisers reach more families each working day.

£250 could provide farmers with ten pigs or goats and the training to look after them. Families will have meat and milk to eat as well as manure for their fields.

£500 could provide 40 families with vegetable seeds, tools and training in sustainable farming techniques, nutrition and food processing skills.

£750 could allow a community to plant 6,000 tree seedlings and establish a woodlot, helping to reduce the effects of climate change, reduce soil erosion and provide fruit and wood for cooking.

£2,000 could help a whole community make poverty history! It could provide seeds, training for farmers, treadle pumps, improved-breed goats, loans and more.



SUPPORTING SELF HELP AFRICA

Self Help Africa is an international development organisation that works through agriculture to end hunger and poverty.

In 2015, our work in Africa will support up to three million people in ten countries to grow more food and earn a better living.

Self Help Africa seeks to empower local communities with training and knowledge, and to support small-holder farming families to produce more, earn more, and access new markets and better prices for the crops that they grow.

A particular focus of Self Help Africa's work is upon supporting women farmers, who carry out up to 70% of the labour on many small farms, yet have access to just a fraction of the support that is available to men.

Self Help Africa will support up to
3,000,000 people in ten countries in
sub-Saharan Africa, this year.

Your participation in this year's Vodafone Istanbul Marathon will provide a valuable contribution to our work, as the trip income will generate funds to enable us to undertake more work like this in Africa.

FUNDRAISING

VODAFONE ISTANBUL MARATHON 2015

FUNDRAISING

Your fundraising target of £1,200 includes travel, accommodation and race enrolment costs. All remaining proceeds (70%) will support the work of Self Help Africa.

We'll be on hand throughout your preparations to help you achieve your fundraising goal and will support you every step of the way.

We can provide you with publicity materials, t-shirts, coin collection units, branded sponsorship forms and posters to help with your fundraising efforts.

GET IN
TOUCH



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