



GREAT ETHIOPIAN RUN

NOVEMBER 27TH 2011



Run the race of your life and
support some incredible
development projects

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The Great Ethiopian Run 2011

The Great Ethiopian Run is Africa's biggest running event. The race attracts tens of thousands of people to historic Addis Ababa each year, and raises thousands of euro worth of fundraising support for domestic and international charities.

More than 30,000 competitors are expected to line up for this year's 11th edition of the popular 10km run, which will take place on **Sunday, 27th November** next.



In 2010 the 10th anniversary of the Great Ethiopian Run 10km race attracted over 35,000 walking and running contestants, and followed a new route through the city, to cater for the growing numbers.

For the very first time, Self Help Africa is entering a team in the 2011 edition of The Great Ethiopian Run and is inviting participants to travel with us to this magical African country for the weekend event, explore bustling Addis Ababa (which translates as 'new flower'), and

also spend a short time in the countryside, visiting Self Help Africa's projects in the region.

To find out more about how you can join us in this year's Great Ethiopian Run see details on the back page of this brochure.

great ethiopian *run*

Ethiopia - The cradle of civilisation

Ethiopia is old - old beyond all imagination. As Abyssinia, its culture and traditions date back over 3,000 years. Indeed 'Lucy', whose three million year old fossilised remains were found in the early 1970s provides evidence that this was indeed the cradle of civilisation.

The history, lore and traditions of Ethiopia run deep - from biblical times the legend of

the Ethiopian 'Queen of Sheba' is told, while to this day the country lays claim to being the final resting place of the Ark of the Covenant.

Ethiopia is also a country of dramatic extremes - it has some of Africa's highest mountains, some of the continent's largest lakes, and one of the world's hottest places.

Because Ethiopia did not endure a long colonial occupation, it has also retained much of its own national identity and traditions.

And its proud people are one of Ethiopia's most valuable resources, and the principal drivers of economic drive that has seen Ethiopia emerge as one of Africa's fastest growing and dynamic economies.



Self Help Africa's work in Ethiopia

Self Help Africa has been working in Ethiopia for more than a quarter of a century.

communities to improve production, by helping farmers to organise into effective cooperatives, and

development across the continent. Self Help Africa is currently working on three major projects in Ethiopia:

Established in the immediate aftermath of the devastating famine that prompted Irish rock star Bob Geldof to embark on his Band Aid and Live Aid charity appeals, Self Help Africa has been working since then to tackle the root causes of hunger and famine on the continent.

Our work focusses primarily on agriculture - because we know that that is the area where we can have most impact.

Most Africans live in rural communities, and most rely on small-scale farming for their survival. We have helped to lift several million people out of poverty, including hundreds of thousands in Ethiopia.

We have done this by supporting farming

We believe African farmers are the people who are best placed to tackle the problems that they face

by enabling these producers to both add-value to their farm produce, and access markets for the food that they grow.

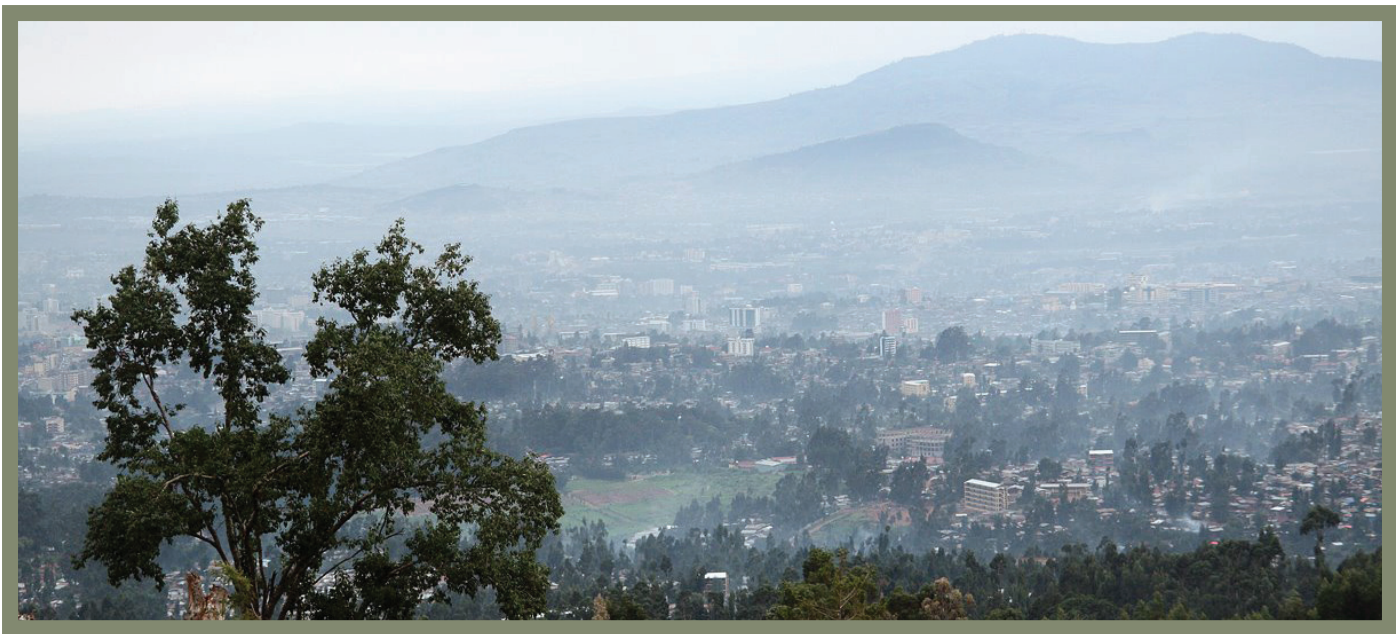
African farms are key to food security and economic

- An agricultural cooperative initiative that is helping to organise close to 20,000 rural farming households into productive farming enterprises

- A rural savings and credit cooperative programme that has to date provided small loans to more than 32,000 mainly women members

- A rural development programme that is providing practical support, training and other assistance in the Sodo region of Oromia.





The Great Ethiopian Run 2011

(This schedule is provisional, and may be subject to change)

Self Help Africa is recruiting up to a dozen runners to join us at this year's 11th annual Great Ethiopian Run.

To join Ronan Scully and our team in Addis Ababa this November, all you have to do is complete the enclosed application form, and submit your details, together with a €200 booking deposit.

The €3,000 cost of participating in this year's 10km Great Ethiopian Run will cover all costs - including international flights and transfers, local accommodation, food, and in-country travel.

The 2011 edition of the 10km race takes place on Sunday, 27th November.

Your itinerary will include:

- Travel to and from Ethiopia

- Participation in the Great Ethiopian Run on Sunday, November 27th
- Visit to Self Help Africa projects in Oromia and Southern Nations and Nationalities regions of Ethiopia
- Sight-seeing and shopping in Addis Ababa

Race participants are asked to pay €3,000 to take part in the race. Those wishing to raise sponsorship to take part are asked to contact our office, where we can provide you with helpful advice and suggestions on how you might achieve this objective.

It is our intention that at least 50% of all money raised will be directly invested in supporting our development projects in Ethiopia.

Find out more: Tel. 1850 757678

Self Help Africa - The Great Ethiopian Run 2011

Registration Form

To register, return your completed form (including signed terms & conditions), registration fee, and a photocopy of your passport to:

Self Help Africa, Annefield House, Dublin Road, Portlaoise, Co. Laois.

Please use BLOCK CAPITALS to fill in this form. Details should match the information on your passport.

Personal Details

Title: _____ Surname: _____

Forename: _____ Preferred Name: _____

Address: _____

Tel (work): _____ Tel (home): _____

Mobile: _____ Email: _____

Passport Details

Passport Number _____

Date and Place of Issue: _____

Date of Birth: _____ Place of Birth: _____

Nationality: _____ Expiry Date: _____

Next of Kin

Name: _____ Relationship: _____

Tel (in case of emergency): _____ Email: _____

Additional Information

Can we share your contact details with other run participants? YES ☐ NO ☐

Do you want to join the Self Help Africa mailing list? YES ☐ NO ☐

Accommodation: Option A) Shared Twin Room
Option B) single occupancy (additional fee: €300)

Registration Fee & Passport

■ I enclose the registration fee of €200 (fill in payment details on page 2) YES ☐

■ I have enclosed a photocopy of my passport YES ☐

■ Important Note: Passports must be valid for at least three months after your date of return, and must have three full pages free.

Terms & Conditions

1. The registration fee of €200 (non-refundable) and a clear photocopy of your passport should be attached to this registration form.
2. You will undertake to raise the minimum specified funds for The Great Ethiopian Run (€3,000). Cheques and postal orders should be made payable to Self Help Africa, or payments can be made by phone (Visa/ MasterCard/ Laser). The balance to be paid no less than 10 weeks prior to departure.
3. The participant must be 18 years of age before the departure date, and Self Help Africa reserves the right to decline applications to join our team in the Great Ethiopian Run.
4. We reserve the right to alter the itinerary should climatic or any other unforeseen circumstances make this necessary.
5. Participants are responsible for their own vaccinations. Please consult your doctor about your requirements.
6. Participants enter this event at their own risk, and understand that Self Help Africa will not be responsible for any accident suffered or injury sustained by participants from any cause whatsoever, or for any property lost, mislaid or stolen during the course of the trip. Participants grant full permission to Self Help Africa to use photographs, film or recordings of the event for any legitimate purpose. Participants understand that this waiver includes any claims, whether caused by negligence, the action or inaction of Self Help Africa, or otherwise.
7. Your passport must be valid for 3 months from the date of your return and must have 3 full blank pages free.
8. You are responsible for your own travel insurance. A copy of your travel insurance cert must be sent to us at least 4 weeks prior to departure. Please note that some travel insurance does not cover Africa and/or visiting cities at high altitude.
9. If you are refused passage and/or entry/exit to or from Ethiopia, any additional costs incurred are your responsibility.
10. Addis Ababa is located at 7,500 ft above sea level. All participants, in applying to join the trip, certify that they do not have any known medical condition that could be affected by strenuous activity at this altitude. If you are over 65, you must get written clearance from your doctor.
11. You accept that all instructions from Self Help Africa given to you on the challenge will be observed for your own safety.
12. There will be no refund on any monies raised, if you withdraw from the trip.
13. All travel arrangements are subject to change. Transfers to/from Dublin airport at your own expense.
14. If you stay on in Ethiopia, after the organised itinerary, you are responsible for your own return travel.
15. Self Help Africa reserves the right to cancel this trip.

Declaration:

I am registering to take part in the Great Ethiopian Run (November 2011)

I agree to abide by the above terms and conditions. I accept responsibility for my actions and safety whilst in Ethiopia. I also confirm that to the best of my knowledge, my state of health and fitness is good and I take full responsibility for my fitness to take part in this event.

Signed: _____

Name (print): _____

Date: _____

Deposit - Payment details

Option A) I enclose a cheque / postal order for €200 (payable to Self Help Africa)

Option B) I have made a payment of €200 by credit/debit card by phone to Self Help Africa

Call 1850 757678 to make a payment by phone (Visa/ MasterCard/ Laser)

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