

Ambassadors rev up to raise money, The Times of India, November 03

MARGAO: The 10 day-phase 1 of the internationally acclaimed Karma Enduro Charity challenge rally, 2011, kick-started from Colva with much gusto on Wednesday morning, as the 50-odd participants from across the world left in over a dozen Hindustan Motor's Ambassador cars to travel on a route through mountains, wildlife sanctuaries, tiger reserves, tribal areas and hectic urban traffic zones.

The 2,000km rally aims at raising 4 crore for different charities in India and the United Kingdom (UK). Having started from Goa on Wednesday, phase 1 of the rally will see the participants passing through Karwar, Murdeshwar, Kalasa, Madikeri and Mysore in Karnataka, Masinagudi and Kodai in Tamil Nadu, and Munnar and end at Kumarakom in Kerala on November 11 .

The participants from UK, Italy , Germany, Ireland, Switzerland, Philippines and Australia have so far raised 2 crore which will be used to fund two charities namely, Rainbow Trust Children's Charity, UK, and Adventure Ashram, India. While Rainbow Trust helps families that have a child with life threatening or terminal illness, Adventure Ashram helps poor people, on or near the routes Karma Enduro rally takes through South India, to achieve higher standards of living through better health and education.

"Last year, part of the funds raised by the rally was also donated to Unicef and Pain & Palliative Care, Kozhikode," said a member of the organizing team.

"The Ambassador is very different from European cars and is the best bet for Indian roads," said UK participant Alessandro Vigilante while adding that the participants took a 50km trial run around Colva and Bogmalo beach on Tuesday afternoon. Vigilante, a telecom marketing executive in UK accompanied by his father, added that that the charity car rally is all about giving people a better life.

Fellow citizens of the father-son duo, Mark Wilcox and his wife Kath said that they had joined the rally because the funds generated will help provide education to those who are not fortunate enough to finance their own schooling. "We have three grown up and well educated children. Education means a lot to us and it should be made available to everyone," added Wilcox, a management consultant.

The second phase, sporting the same Ambassadors, will start again from Colva, Goa, on November 23 and culminate at Kumarakom on December 2.

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