

## Press Release

### Denplan and Dentaïd celebrate success of John O'Groats to Land's End bike ride

Denplan dental practices have successfully completed The John O' Groats to Land's End bike ride in aid of oral health charity Dentaïd. The 874-mile journey began in John O' Groats, Scotland on Saturday 1 September 2007 and cyclists arrived to a warm welcome in Land's End, Cornwall on Sunday 9 September 2007. The epic 9-day journey saw 5 riders completing the whole route with almost 30 dental practices meeting them along the way to complete 25-mile sections.

Jenni Phillips, Partnership coordinator said "I would like to say a big thank you to everyone who supported Dentaïd and took part in the bike ride, there were over 150 riders throughout the event and it was great to see everyone's enthusiasm and commitment to the bike ride and Dentaïd's work."

The determination of the 5 main cyclists was clear to see and meeting so many fresh-faced riders along the way certainly kept their spirits high. Many dental practices saw the bike ride as an opportunity for team building and had been training together especially for the event. On completion of their ride, each cyclist was given a certificate of their achievement and had their photo taken for the Dentaïd website. (Please see [www.dentaïd.org](http://www.dentaïd.org).)

Luckily the good weather stayed with the cyclists as they made their way down the UK, with the aid of the 4 strong support team, who looked after the route and the safety of the riders. The route included rolling countryside, city centres and traffic free cycle paths. "We wanted to offer cyclists of all abilities the opportunity to get involved, I feel we have achieved this and we have had some very positive feedback from the practices that took part," added Jenni.

Money raised from the bike ride is still coming in and the total will be announced on the website at a later date.

Fundraising events such as the Denplan and Dentaïd bike ride provide vital funding for Dentaïd's initiatives in oral health promotion, training and advocacy to help disadvantaged communities around the world improve oral health services and ensure wider access oral health education and preventative measures such as fluoride toothpaste.

For further information on Denplan and Dentaïd's future cycling events please contact Jenni at Dentaïd on 01794 325140.