

PRESS RELEASE

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Available for interview	Marc Etches, Chief Executive
Images available	Responsible Gambling Trust's Sahara Desert Trek

Responsible Gambling Trust seeks fundraisers with a thirst for adventure to join its March 2014 Sahara Desert Trek

The Responsible Gambling Trust today announced that it will be turning up the heat on its second overseas fundraising challenge by heading to the Sahara Desert and Karen Churches Peacock – the charity's Director of Fundraising – is now calling for members of the gambling industry with a thirst for adventure to join her on this remarkable Moroccan trek, which takes place in March 2014.

Located in North Africa, the Sahara is the world's largest hot desert and its landscape includes sand dunes, sand seas (ergs), barren rocky plateaus, gravel plains, dry valleys and salt flats.

During the Responsible Gambling Trust's 2014 Sahara Desert Trek, participants will get to uncover epic views and fascinating communities which lie hidden from the curious gaze of Moroccan tourism. The expedition will travel beyond the Jebel Saghro region, a forbidding landscape punctuated by stark peaks, formidable gorges and bright oases and see participants trek the Maider El Kbir plateau; climb Jebel Lamrakeb; scale sand dunes; and hike over 100kms in five days.

With a maximum of 30 places available, the Responsible Gambling Trust is aiming to raise over £50,000 from this fundraising challenge to help minimise problem gambling and gambling-related harm in Britain.

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Karen Churches Peacock explained:

“Our Sahara Desert Trek promises to be a feast of sun, sand and surprises and, with three different payment options available, individuals and teams can register to take part from as little as £195 per person, plus minimum sponsorship requirements. Furthermore, we have agreed that participants may fundraise for multiple beneficiaries if they so wish, subject to certain terms and conditions.”

Marc Etches, Chief Executive of the Responsible Gambling Trust, added:

“We are delighted by the gambling industry’s response to our Kilimanjaro fundraising initiative and very much hope that a wide range of individuals and corporate teams will be as equally inspired to take part in our Sahara Desert Trek - by participating in this expedition you will be both supporting our fundraising efforts and helping to raise the profile of the Responsible Gambling Trust in the hearts and minds of all those working in the industry.”

For further information on the Responsible Gambling Trust’s 2014 Sahara Desert Trek - including details of how to register to take part and sponsorship opportunities available - please contact Karen Churches Peacock either by phone on 020-7287-1994 or by email at Karen@responsiblegamblingtrust.org.uk.

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NOTES TO EDITORS

To request a copy of the image or to arrange an interview with Marc Etches please contact Karen Churches Peacock, Director of Fundraising, either by phone on 020-7287-1994 or by email at Karen@responsiblegamblingtrust.org.uk.

- The Responsible Gambling Trust is a national charity committed to minimising problem gambling and gambling-related harm in Britain through effective education and prevention techniques, which stop people getting into problems with their gambling, and ensuring that those that do develop problems receive fast and effective treatment and support (www.responsiblegamblingtrust.org.uk).

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- The Responsible Gambling Trust commissions research, education and treatment services as prioritised in a national responsible gambling strategy advised by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The evidence-based strategy is a three-year rolling strategy that is developed in a collaborative, open manner between the RGSB and Responsible Gambling Trust.
- In August 2012, a 'governance and assurance framework' was published describing the new arrangements for prioritising, commissioning, funding and evaluating research, education and treatment (www.responsiblegamblingtrust.org.uk/PDFs/statementofintent.pdf).
- Since April 2009, the Responsible Gambling Trust has raised over £20million from the gambling industry operating in Britain to fund research, education and treatment in relation to problem gambling.