



### **The Ride team - intrepid adventurers & horses - arrive in Cape Town:**

Barry Armitage and Joe Dawson set out on their latest expedition, *Into the Unknown*, from the Kwa-Zulu Natal in November 2011. With their horses, Cola, Cherokee, Pat and Jack, and back-up crew Leanne Black and Natalie Basson, they planned to ride to Cape Town. Part fund raiser, part road show, part social experiment, they trusted in the spirit of goodwill of their fellow South Africans to provide places to stay for their horses, and for themselves. Their journey has not only touched hearts, but appealed to the spirit of adventure which many of us would dearly love to explore.

Over 2000 kilometres and 10 weeks later *The Ride* team is ready to celebrate their arrival in Cape Town on Saturday, 14<sup>th</sup> January 2012!

*The Ride* concept was born with Barry Armitage's blithe statement when preparing to move from KZN to Cape Town: "I'll ride my horses to Cape Town." This led to research into historic rides and recreating them as an adventure television series, the first of which, *The Ride of the Peacemaker*, aired on SABC3 in November 2011.

Barry and his brother-in-law Joe are no strangers to horseback adventures and their 'live' coverage from the recent Mongol Derby – a 1000km horse race across the Mongolian steppe, filmed as *The Ride of the Golden Horde* - created an exciting platform for this latest exploit. SABC3's coverage and their streaming of pictures and commentary 'on the hoof' via facebook and twitter, as well as through their website and those of their sponsors, has ensured that their supporters' involvement has continued to grow.

Horse lovers, fellow adventurers and proud South Africans have been invited to lend their support along every stretch of the journey. Celebrities and members of the media are encouraged to provide coverage for the growing fan-base, and support an initiative which is not only raising funds for horse-based charities, but which aims to unite South Africans in celebrating our unique country, with all its diverse offerings, cultures and beliefs.

As Barry and Joe approach Cape Town and the end of their journey it is important that everything behind their initiative is realised. They look forward to enjoying a typical Cape welcome – in "allie tale" - and ask that the spirit of generosity extends itself to also supporting their chosen charities: the *Cart Horse Protection Association*, the *Highveld Horse Care Unit*, and the *Coastal Horse Care Unit*. Through this, every sacrifice - every tear, every moment of sheer exhaustion both for them, and their incredible horses - would have been worth it! Donations can be made at [www.theride.co.za](http://www.theride.co.za).

In anticipation of ending their epic journey on just the right note, Barry and Joe have happily accepted the invitation of Kendre Allies, to 'shed their boots' at *Oude Molen Stables*. Kendre, who is fondly known around the Cape as the "Urban Cowboy", enjoys much in common with Barry and Joe. A man who through his love of horses has changed the lives of many, Kendre has for many years rescued and rehabilitated horses in and around the Cape, and is a strong supporter of the Cart Horse Protection Association, with many of his grooms having attended farrier courses with the group. The majority of the horses at his riding stable are rehabilitated rescues. Kendre has twice been featured on television programmes and has had several news articles written about his achievements, and his impact on his community. His riding school is made up of a diverse group of riders from all walks of life, who come together as a family, united in their common passion for horses.

To be able to explore the beauty of Cape Town and its surrounds on horseback, extending the range of adventures for both locals and tourists is a dream held by many equestrians. Thanks to Barry and Joe and their horses, *The Ride* is a successful example of how horses can bring so much more to their environment, and we would welcome the opportunity to meet with local officials on opening up these opportunities and relaxing restrictions.

Barry Armitage and Joe Dawson look forward to being welcomed in true Cape style, and extend the invitation to celebrate with them, as they complete the final leg of their journey. Join them on Saturday 14<sup>th</sup> January 2012, from 15h30, at *Oude Molen Stables*.

Follow their progress on [www.facebook.co/barryarmitageadventure](http://www.facebook.co/barryarmitageadventure) and [www.twitter.com/barry\\_armitage](http://www.twitter.com/barry_armitage).



Barry and Joe are sincerely grateful to their long-time sponsor of *The Ride*, [Equi-Feeds](#) who provided feed for the horses for the duration of the journey and who extended their sponsorship to cash towards costs of the expedition. They thank [Halfway Toyota](#) who powered the expedition with a sponsored Landcruiser bakkie.

**For more information about The Ride:**

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**For more information about the Coastal Horse Care Unit:**

<http://www.coastalhorsecareunit.org.za>

**Background:**

**The Ride**

Barry and Joe have undertaken three expeditions to date:

In October 2010 *The Ride of the Peacemaker* recreated the epic journey completed by Dick King 168 years ago, when he rode 960km from Port Natal to Grahamstown, to request help for the besieged British garrison. Barry and Joe faced the challenges of traversing cityscapes, suburbia and farmland on horseback, as well as the remote and dramatic landscape of the Wild Coast, in their attempt to retrace history.

In May 2011 Barry and Joe were forced to cut short *The Ride of Harry Whackalong Smite* as a result of a back injury that Barry sustained when he fell off his horse on day two, 256 km into the proposed 950km ride. This expedition was to recreate the journey undertaken by Sir Harry Smith when he was sent by the then Governor of the Cape Sir Benjamin D'Urban to take command of the British garrison in Grahamstown at the onset of the 6th frontier war. This expedition will be restarted in May 2012.

In August 2011 Barry and Joe travelled to Mongolia to ride in one of the toughest endurance horse races in the world: the Mongol Derby. Registered as the longest horse race in the world by Guinness World Records in 2010, this multi-horse race is based on Genghis Khan's postal system of the 13th Century. *The Ride of the Golden Horde* documents this 1000km race across the Mongolian wilderness.

These expeditions have been filmed by leading South African film production company *Cooked in Africa Films*: series one was broadcast on SABC3 in October and November 2011, series two is scheduled to be broadcast in May 2012.

View a preview of the television series at <http://cookedinafrica.com/clients/theride>.

**The Adventurers**

**Barry Armitage** – started his career in the international yachting industry based out of Palma de Mallorca, Spain, where adventure and travel were part of a day's work. Thereafter he returned to South Africa to develop a ground-breaking wildlife reserve in Kwa-Zulu Natal where the history of the Anglo Boer War and horses became a passion and sowed the seeds for the idea that was to become *The Ride*. Barry now lives in Cape Town, with his wife and son.



**Joe Dawson** - Educated in England, Joe returned to South Africa to live in the Midlands of his native Kwa-Zulu Natal. He joined Barry in the development of Dalton Private Reserve, where the two, already related through marriage, developed a bond and mutual reliance that will stand them in good stead when undertaking the first journey in the Ride Series. A passionate conservationist and horseman, Joe is fluent in Zulu and runs the Dalton Private Reserve in Kwa-Zulu Natal, where he lives with his three children.

### **The Cart Horse Protection Association**

It is estimated that working carthorses support over 6000 people on the Cape Flats. Founded in 1995, The Cart Horse Protection Association is a registered Non-Profit Organisation dedicated to protecting working carthorses from abuse, and is committed to contributing to the upliftment and training of the Cape Flats carting community.

The organization has a solid track record as the Cape-based custodian of the working carthorse, and continues to be involved with the carting community at grassroots level. The Cart Horse Protection Association (through the generous donations and support from individuals and corporate donors) provides a clinic, daily patrols, a call out response, and veterinary and rehabilitation services to working cart horses on the Cape Flats. The organization and its volunteers also aim to offer support, education and training to cart horse owners and drivers who collect scrap metal as a means of generating income for themselves and their families.

Over the years the Cart Horse Protection Association has proved to be a credible NPO working in the field of animal welfare with excellent social investment returns for funders and donors.

Visit [www.carthorse.org.za](http://www.carthorse.org.za) for more information.