

Helping

the Next Generation Care for

Our Natural Heritage

Super Group is the proud logistics partner of the Nedbank Tour de Tuli. Running for 16 years, this internationally acclaimed mountain bike tour is the main fundraiser for Children in the Wilderness (CITW), a non-profit organisation which facilitates sustainable conservation through leadership development and education of rural children in Africa. This is achieved in a variety of ways - from running CITW camps, to hosting Eco-Clubs at schools and training Eco-Mentors within the rural communities that live on the edges of the wild areas of Africa.



All funds raised are channelled directly into the CITW programme, helping to ensure the sustainability of the programme across the seven regions within which they operate. To date, the Tour has hosted approximately 3,900 participants and raised over R20 million for CITW. This has allowed them to host over 5,600 children on their camp programme since 2001 and over 11,000 children on our CITW Eco-Club programme since 2012. As the sole beneficiary of the Tour, the Children in the Wilderness programme is an environmental and life skills, educational initiative for children that is focused on producing the next generation of decision-makers. The programme is intended to inspire them to care for their natural heritage and to become the custodians of these areas in the future.



The Tour sees mountain bikers traverse some of Africa's most pristine wilderness areas in Botswana, Zimbabwe and South Africa. Taking place in July each year, participants have privileged access to ride and explore exclusive unmarked routes and ancient game trails for four days and five nights. The event focuses on following strict environmental practices, working with communities and traversing unforgettable routes, allowing participants to experience an amazing bush surroundings with like-minded individuals.

Each year, the route is tailored to ensure that the Tour remains exciting and continues to incorporate new regions and cultural sites. This year's route traversed the Greater Mapungubwe Transfrontier Conservation Area. Upholding its 15-year tradition, the riders predominantly follow ancient elephant trails and rural tracks, allowing participants the opportunity to experience cultural interactions with villagers, while also spotting wildlife against the backdrop of Africa's unspoilt natural wilderness. A once-in-a-lifetime bucket list journey!

As the logistics partner, Super Group transports a huge array of goods across three borders in 19 vehicles. Everything from tents and catering equipment to food and first aid items are there when needed thanks to the incredible work of the Super Group team.

