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Dash towards May

Dear Dasher,

Happy New Year! Welcome to 2024 and your first Dash newsletter for the new year! With only five months until we meet at Herne Hill for our 300KM challenge, now is the time to prepare for the Dash, both through your training and fundraising.

This edition is packed with handy tips on fundraising, advice on getting your bike ready for the Dash, and we hear from amazing Ride Captains, who shares even more information and advice on getting Dash-ready.

The Dash has recently featured in Velocity Magazine encouraging new riders to get involved with the event. Share this with any colleagues or friends who might be considering joining you in this epic challenge!

Finally, we're pleased to announce the dates for our 2024 Cycling Skills Sessions, which will be lead by our lead Ride Captain and cycling legend, Will Pearson. Read on to find out more about what's included in these sessions and how book your place.

Getting ready for your Dash

January training tip

Dash Ride Captain, Robin Strong, who has been involved with the Dash for six years, has kindly put together a series of short videos which will outline all aspects of preparation needed for the Dash.

You can check out the first instalment below which covers the importance of your bike and making sure this is ready for the challenge ahead of you.



[Download the Dash 2024 training guide here](#)

January fundraising tip

Make it your New Year's resolution to host your own fundraising event and give your fundraising a boost!

Organise a gala dinner, take over the local pub quiz, host a wine or beer tasting night. Add in an auction or raffle with gifts donated by local companies to really take your fundraising to the next level and start this year with a bang.

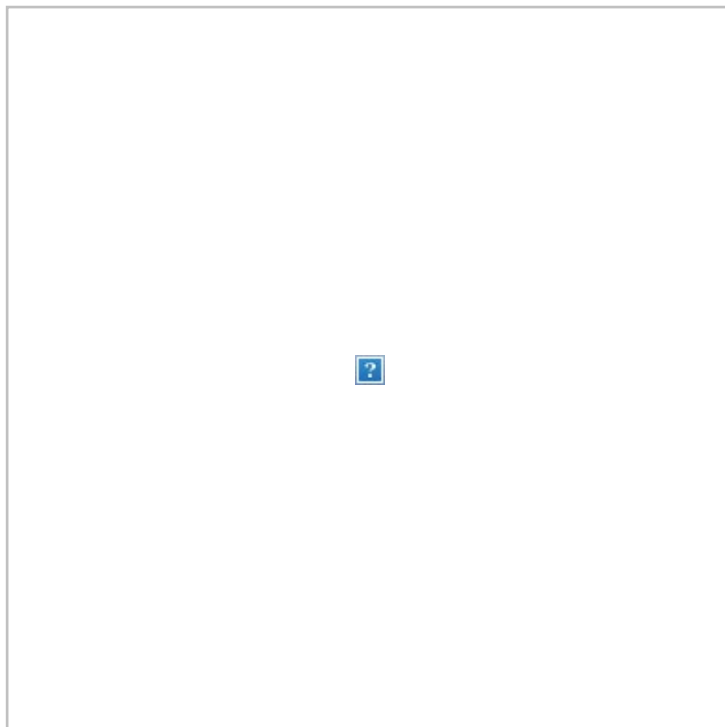
[Download the Dash 2024 fundraising pack here](#)

[Create your Duchenne Dash JustGiving page here](#)

Rider Hall of Fame: Robin Strong

Each month we will speak to a past Dasher, Ride Captain or member of the support team and glean some helpful and inspiring hints and tips to help you in your training and fundraising.

This month, we have chatted to Dash veteran and Ride Captain, Robin Strong, who has shared his experience of taking part in the Dash, and why he'd recommend you to get involved.



Which Dashes have you taken part in? My first Dash as a Ride Captain was 2017 and I have

ridden every year since. In 2018, I was a Ride Captain in the DashMax, continuing from Paris for another 700 miles to Monaco. In 2021, I was one of a few Ride Captains who rode back from Paris on Sunday, getting back to London at lunchtime on Monday.

Why did you decide to do the Duchenne Dash? I was part of a group of cyclists from the Wimbledon area who rode regularly with Will Pearson, the organiser of the Dash Ride Captains. I'd ridden in plenty of longer events, had raised money for other charities and had previously trained with a coach, so I knew what was involved. When Will asked me to join the Ride Captains for the Dash in 2017, I said yes immediately. To be honest, I didn't really know what I was getting myself into, but immediately recognised that I could help some of the less experienced riders, whether before the event with training rides, motivational words en route (bad jokes?!) or the occasional push to help riders get over those hills.

How do you train? Any tips? Generally speaking, the more you ride, the better you will get but here are a few tips:

1. Variety - don't just ride the same route, the same way every time. Find some hills or add in some sprints. If you commute, try leaving the bike in a high gear at traffic lights and try and sprint away as hard as you can.
2. Groups - try and ride in a group. This is good practice for the Dash but you'll also learn lots of tips from more experienced riders. If you arrange to meet others for a ride, you are less likely to back off if it's cold and wet.
3. Indoor - if you have access to a turbo trainer/Wattbike/Peloton either at home or a gym, they are a great way of training over the winter when the weather isn't great. Try following one of their multi-week training programmes.

What is the Dash like to participate in? What were the best bits? The Dash is an incredible event. The commitment from the less experienced riders is incredible - actually, awe-inspiring! It's hard enough for a regular cyclist to cover 300km in 24 hours, nevermind a beginner. There's nothing like the switch from the general fatigue at the outskirts of Paris to elation when you ride up the Champs-Élysées towards the Arc de Triomphe and you know you're almost there!

What would you say to someone to encourage them to do it? If you are a regular cyclist, this is a step up from the normal sportives that you may have ridden previously. We have full motorcycle support riders ensuring riders are safe, mechanics with each group of riders to cater for bike issues, vast quantities of calorie-dense foodstuffs to keep you fueled, rider groups based on ability to keep you together, etc. It's the best-run event that I know of!

If you are new to cycling and unsure about whether you can do it, we've had a lot of novice cyclists over the years and have always been able to get them to Paris in one piece! There is still plenty of time to start training and we'll be holding group rides early in the new year. Although it sounds like a long way to Paris, there are plenty of refueling stops and we manage the pace to make sure all riders can complete the course. The money raised is incredibly valuable to the charity and the work Duchenne UK has done benefits many other rare diseases too.

So come on, what are you waiting for - sign up now!!!

Cycling Skills Sessions



Once again for 2024, we are delighted to run two Cycling Skills Sessions, to help you prepare for the 300KM challenge ahead of you. The two-hour sessions will take place in Richmond Park, run by cycling supremo Will Pearson and our experienced Ride Captains.

The sessions will take place on Saturday 16 March and Saturday 20 April and aim to build on your training. Both sessions will start at 8.30am from [Pearson Cycles, 232 Upper Richmond Road West, East Sheen, London, SW14 8AG](#).

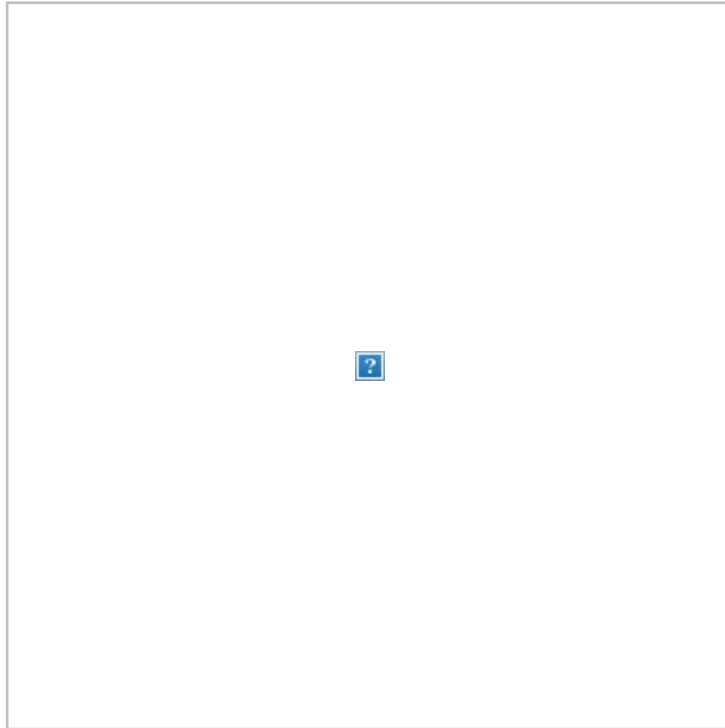
We will offer novice and advanced sessions on the day and you'll also have the opportunity to speak to our Ride Captains and other experienced Dashers about what to expect for the event, training tips and kit recommendations.

Whether you are a newbie or veteran Dasher, we really recommend everyone attends at least one of these sessions. We hope to see you there.

[See the full details for the Cycling Skills Sessions](#)

Email us to book your place

Foodbuy's support for the Dash

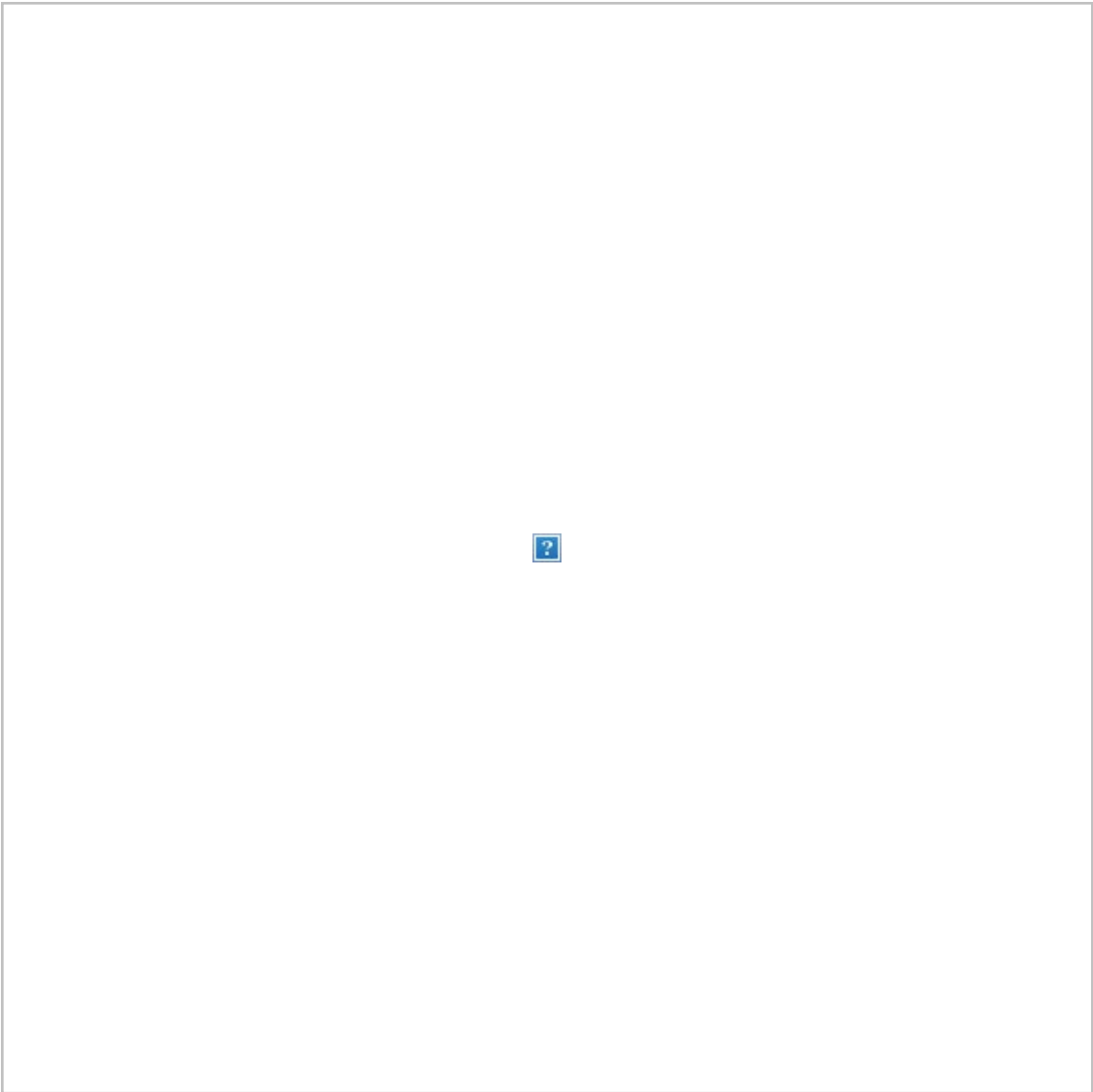
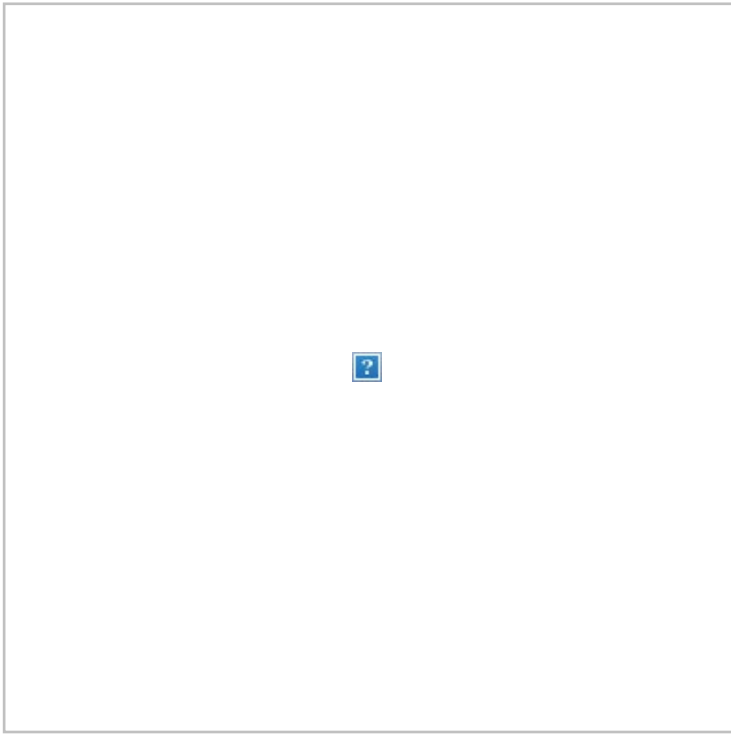


Foodbuy is a leading food procurement organisation based in the UK. It brings together the widest range of foodservice and hospitality clients on the planet to buy food, and everything associated with it.

Foodbuy has been involved with Duchenne UK and the Dash since 2017. Through its extensive network of foodservice suppliers and hospitality venues, it provides a diverse range of logistical support for the Dash. This invaluable support, via Foodbuy's amazing supplier base, includes; management of bike return from Paris, varied and plentiful donations of food and drinks, including fresh coffee en route, extensive catering solutions and waste management solutions to help us be as environmentally responsible as possible.

Over the last couple of years, Foodbuy has fielded a big team to ride the Dash, last year their team raised over £50K - support like this is incredible. It will once again enter a team for the 2024 Dash and we can't wait to welcome them all to the start line.

Huge thanks to all at Foodbuy for their incredible, long-term support.



Win a FUEL 10K bundle!

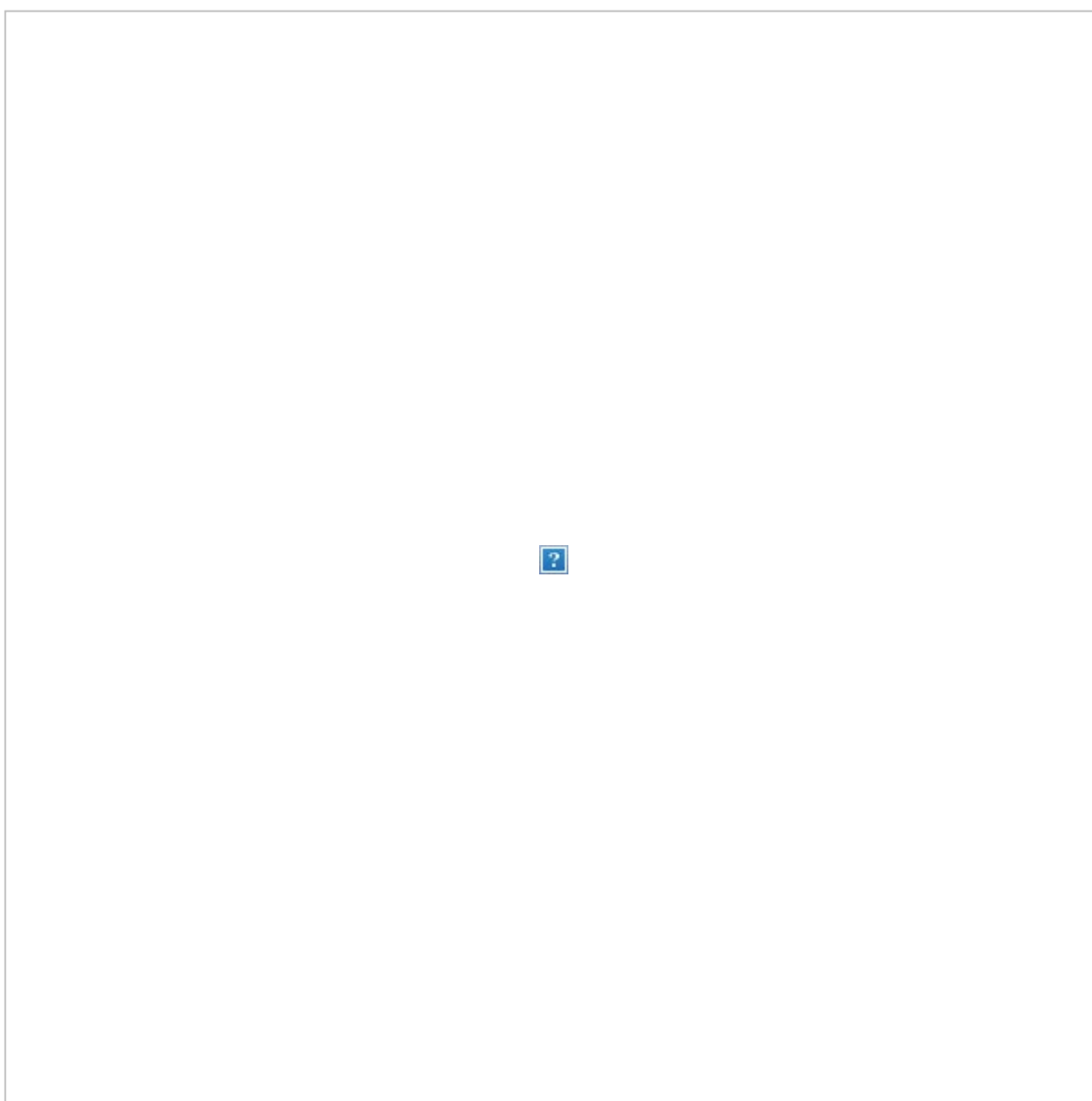
Our sponsor FUEL 10K is holding a draw for a fantastic bundle of FUEL10K products and only Dashers can take part! Set up your [JustGiving page](#) by 15 January 2024 to be in with a chance of winning it.

[T&Cs for competition](#)

Question for Finn Crockett

Commonwealth Games bronze medalist and FUEL10K field sales executive, Finn Crockett, will be sharing training advice and tips on preparing for the Dash in the February edition of the Dash newsletter. Email Dash@duchenneuk.org if you have a question for him.

Dash memories



Remembering the Dash 2015: A crazy Dasher completing the 300km on a Boris Bike!

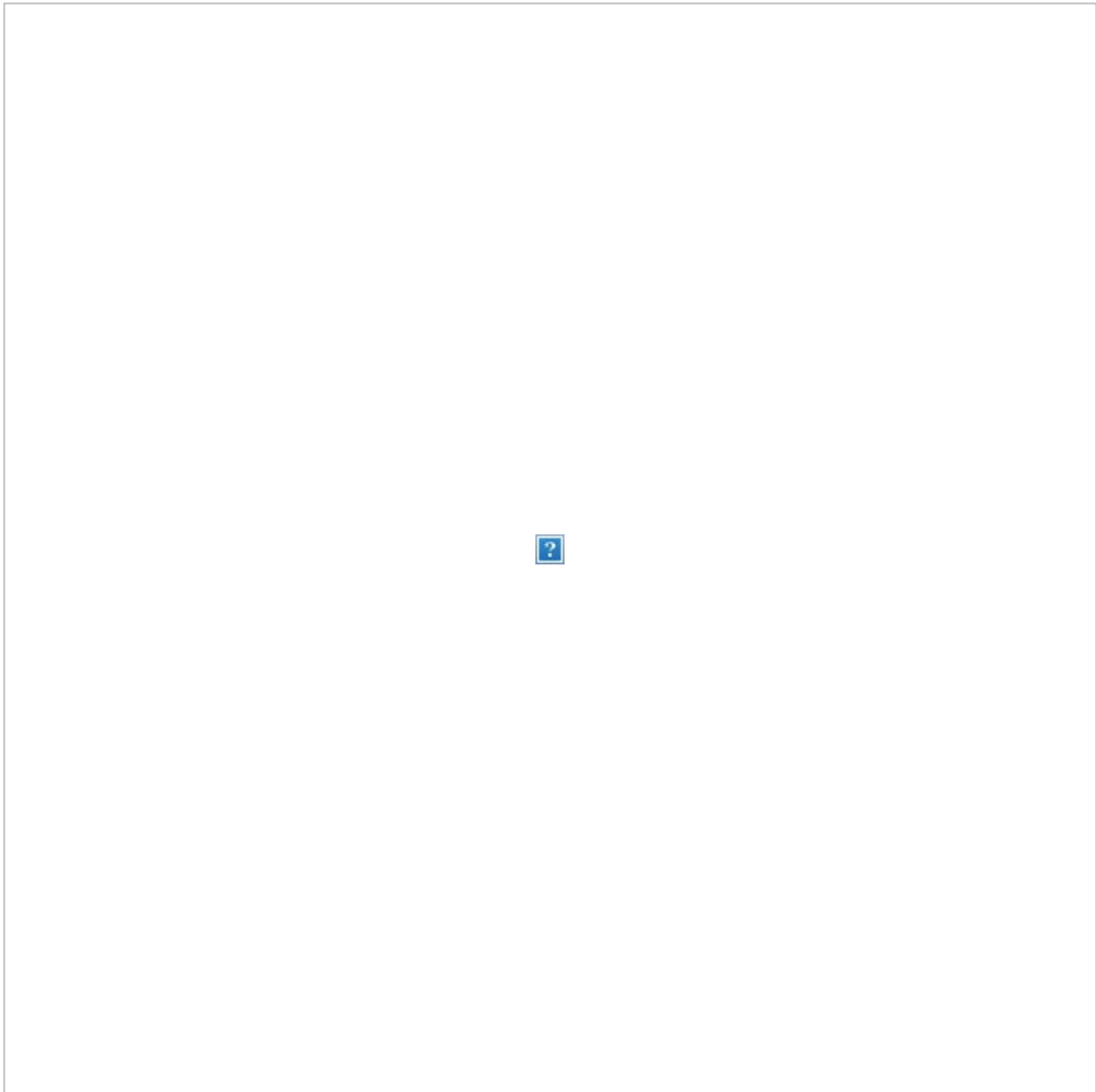
This is much harder than one would imagine, the bikes are really heavy and are tamper proof, to prevent theft, so cannot be altered at all. Suffice to say, he felt every kilometer of the ride,

but arrived in Paris!

Thanks to our incredible sponsors

Huge thanks to our amazing roster of sponsors for the Duchenne Dash 2024. These brands and organisations do so much to help us deliver a first class event, so all you have to do is peddle and fundraise!

See how our sponsors get involved with the Dash and support you on your journey [here](#).



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