



Time to get on your bike!

Dear Dasher,

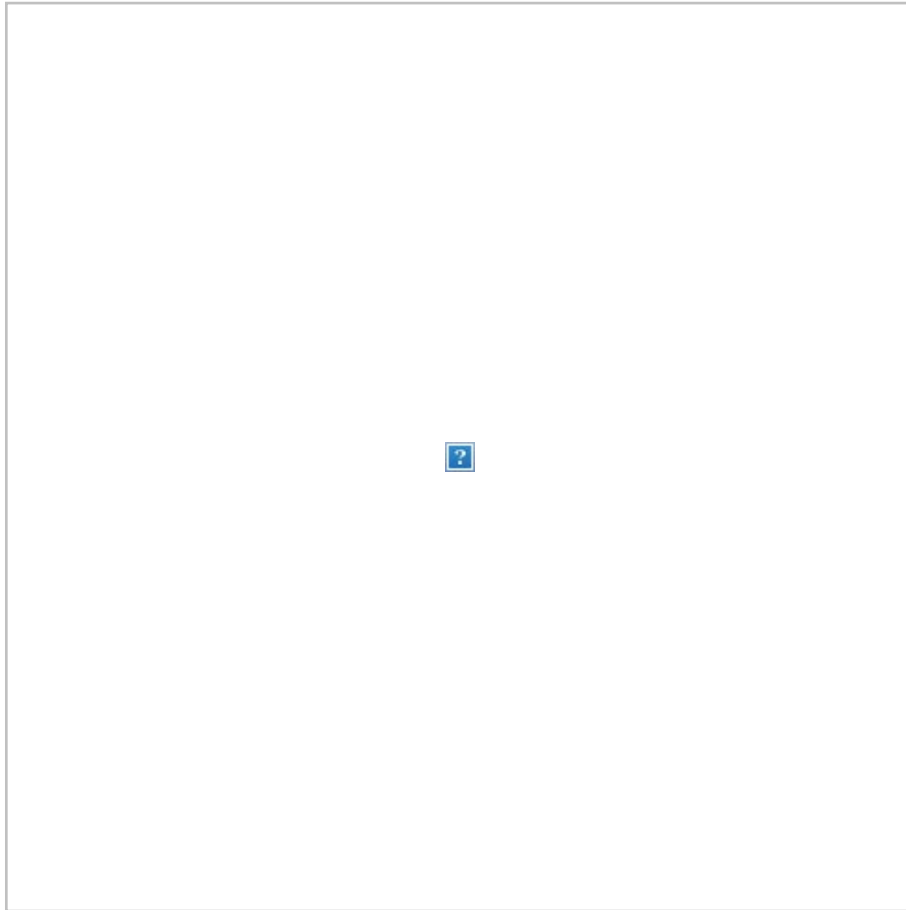
Welcome to our Dash newsletter for October!

With seven months to go until the Dash, you've lots of time to train and fundraise and here are some tips to get you on your way.

While the Dash might be a long way away, the end of the early bird discount isn't. If you've family members, friends, or colleagues that you think would enjoy the Dash (and that you'd enjoy cycling with!) let them know that the early bird discount closes on 29 October. Until then, they can register at the discount here of £495 [here](#).

.....and if you are a member of a cycling club, you could forward this email to them so that they can let the other members know about the Dash.

Getting you started with your training and fundraising!



Training tip

New to cycling? Longstanding Dash sponsor [Pearson](#) is offering special discount bike packages to all Dashers.

To help you Dash, Pearson is offering you:

- A 10% discount on all clothing, parts and accessories.
- A £70 reduction for a three-hour Precision Bike Fitting session (from £275 to £205), which you can book online [here](#).

Arranging a bike fitting with Pearson and getting kitted out is a great way to begin your Dash preparations.

[You can download the Dash 2024 training guide here](#)

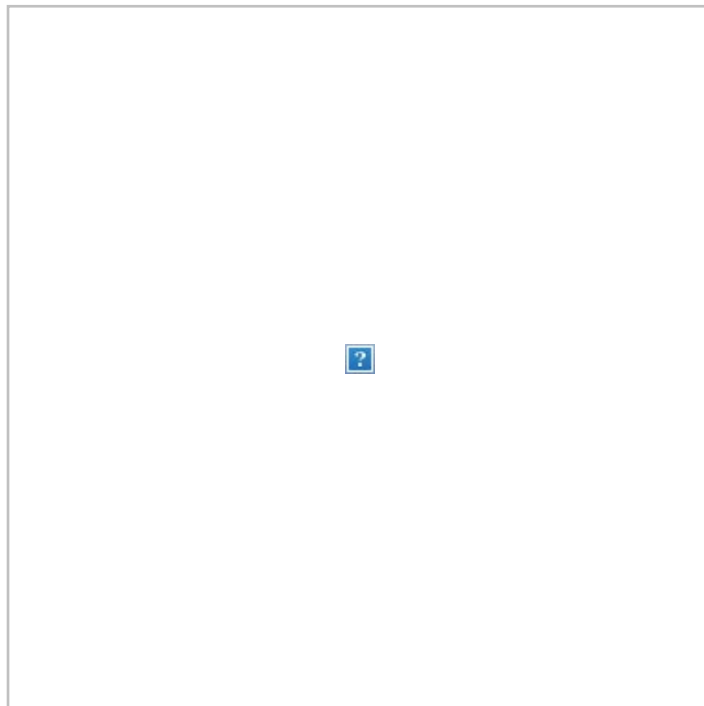
Fundraising tip

Smashing your £4,000 fundraising target can be easy, with just a little planning. Watch our brand new fundraising tips film here and download the fundraising pack for even more ideas. If you need any more support, the Duchenne UK fundraising team is on hand to help. Just email dash@duchenneuk.org.

You can download the Dash 2024 fundraising pack here

Rider Hall of Fame - Will Pearson

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 spoken to Will Pearson, owner of Pearson Cycles, the oldest bike shop in the world and one of our amazing Dash sponsors. Will has been involved with the Dash since its inception in 2013 and is responsible for our amazing team of Ride Captains who join us each year and undertake the massive task of getting all our riders safely from London to Paris!

Number of Dashes: 11 and counting (should have been 12, but I broke my leg three weeks before the event last year so I had to sit it out which was really tough as I was desperate to be on the road with everyone)!

The best Dash memory: Riding into Paris for the first time with 25 cyclists, and motorcycle outriders stopping the traffic around the Arc de Triumph.

Best training tip: Keep building your mileage. Don't worry too much about breaking Strava Kings of the Mountain.

Best fundraising tip: Start early, give a personal explanation of why you support the charity, and how hard you think it might be to ride to Paris in 24 hours. People like to know you are going to suffer for their hard earned cash!

What keeps you going during the tough sections of the ride?: The amazing Dash support team and double shot coffee.

Connect and join the Dash community

One of the special aspects of the Dash is the community that you join. New connections are made and friendships developed.

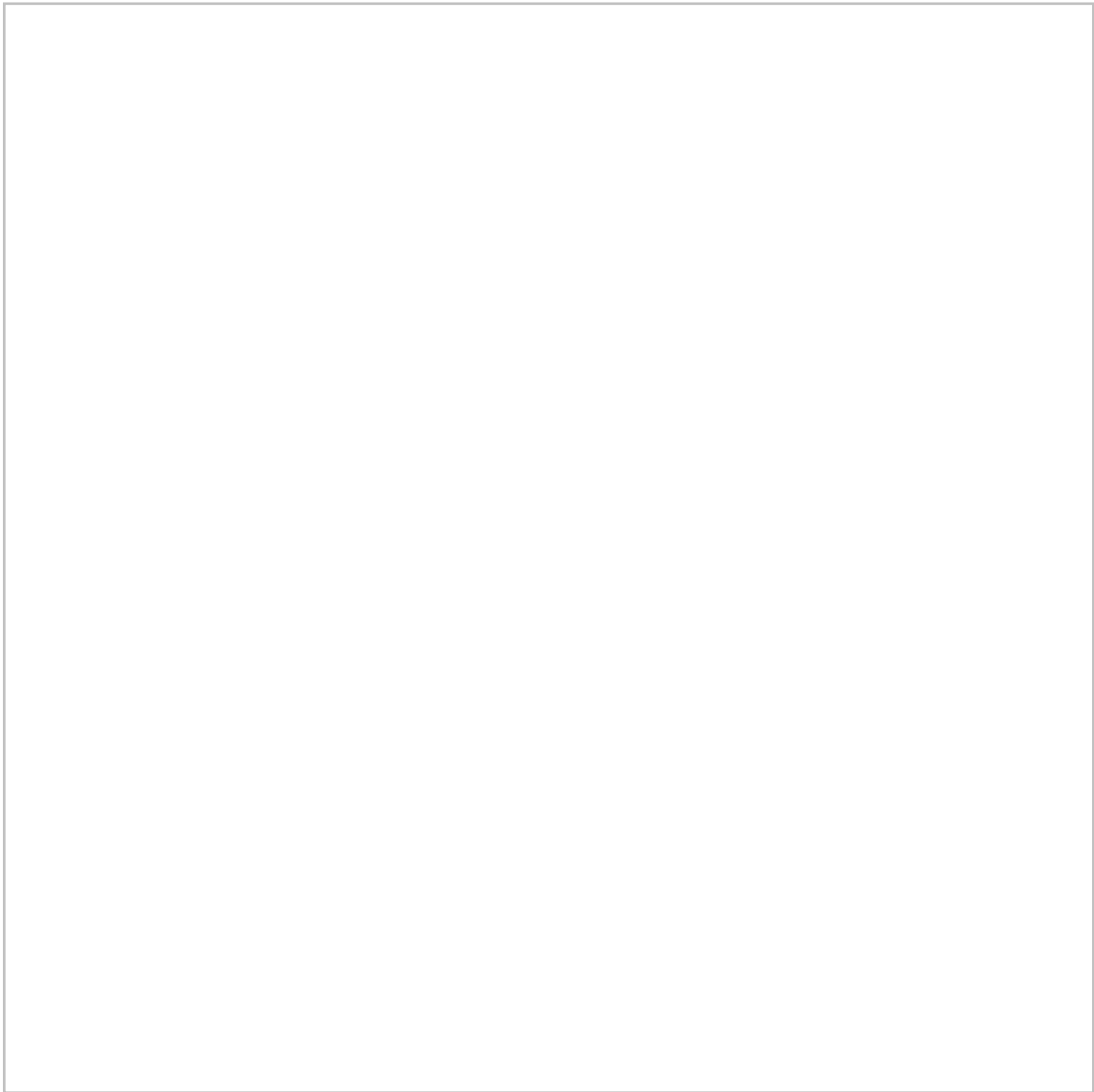
And it's not just on the Dash! You can connect now with people who'll be Dashing with you in May, and those who have cycled before. They are the best source of advice and inspiration as you begin your Dash 2024 journey.

You can connect with our wonderful Dash community on [Facebook](#), [Instagram](#) and [Strava](#).

Our wonderful sponsors

Massive thanks to all the organisations who have committed to support us, many returning for another year. Our sponsors are a key part of the Dash team, and as you can see from Will Pearson's experience, many get on their bikes and cycle alongside us!

From donating food and drink at all our rest stops and providing kit and equipment to supporting essential aspects of the Dash such as storage, vehicle hire, bike return, and power for our electric vehicles, it's wonderful to be so supported at every stage.



Charity Number 1147094

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