



## **Tally Ho Chaps - London to Mongolia in a Crap Car? It must be the Mongol Rally.**

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London, England, ([PRWEB](#)) January 9, 2004 --In a world that shrinks by the day, where air travel can safely whisk you anywhere on earth, where going travelling has come to mean package holidays for middle-class teenagers and where you can buy a travel guide to the most remote of corners, what room is there for people who want some real adventure? Gone are the days of walking off the edge of the map with only your wits and a pith helmet for protection. A solution has finally arrived - THE MONGOL RALLY.

The Mongol Rally will see a horde of the least likely vehicles driving 1/3 rd of the way around of the world from London to Mongolia. The rules are simple, cars must be less than 1ltr and teams need to raise Â£1000 for charity. The headlong dash will see teams negotiating 7000 miles over 3 deserts, 5 mountain ranges and roads that range from bad to non-existent in some very extreme conditions. The Mongol Rally provides no safety net for its participants, there is no support crew, mechanical assistance or medical arrangements, we just provide the adventure.

The first rally will leave on the 28th of July 2004 and is will take about three weeks to complete. The race is divided into three legs of 4 to 6 days each during which the teams drive non-stop and at the ends of which there will be huge parties. We already have a large number of people keen to come, both this year and in 2005, but there is plenty of room for more.

The money raised from the event is going the charity Send a Cow, an excellent organisation with a slightly ridiculous name. Their work with extremely poor rural communities in East Africa continues to make a huge, lasting and practical difference to the lives of thousands.

The idea of the Mongol Rally came about in 2001 when two then students, Tom Morgan and Julian Ingram, were living in Eastern Europe as part of an exchange program. Having just bought a rather dubious fiat 126 in Prague they decided to try drive to the most ridiculous place they could think of, Mongolia. By 2002 it was decided to turn the trip into a race that would raise money for the charity Send a Cow. In Oct 2003 the website came online.

Have a look at our website for further information,

[www.mongolrally.co.uk](http://www.mongolrally.co.uk)

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To find out more about the charity the Mongol Rally is working with go to

[www.sendacow.org.uk](http://www.sendacow.org.uk)

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).