

Press Release  
27th June 2007

## **Unique 'streetrowing' event will raise a few eyebrows, as well as much-needed funds for charity**

Forty-mile ride from London to Henley-on-Thames will help to raise funds for charities including the British Paralympic Association

Young British inventor Simon Tarrant will be 'streetrowing' from Central London to Henley-on-Thames on the morning of Friday 6th July to support charities including the British Paralympic Association (BPA), who fund paralympic cycling, adaptive rowing, and other sports for people with disabilities. The date was specifically chosen to coincide with the Tour de France event in London and the Royal Regatta in Henley. Simon's aim is to raise £10,000 for a variety of local and national charities as a result of the ride.

Streetrowing, created by Simon himself, is a new sport that combines the full-body fitness of rowing with the freedom and accessibility of cycling. This new form of cardiovascular and strength exercise replicates the same motion used in rowing in order to create a fun mode of transport that is also a great workout. Better still, it can be adapted to be accessible for use by anyone, regardless of their physical condition. More information on this unique creation and its creator can be found at [www.streetrower.com](http://www.streetrower.com).

Donations to a number of charities - including the BPA - can be made online through Simon's charity page at [www.justgiving.com/streetrowing](http://www.justgiving.com/streetrowing) or directly to the charities via these links:

[www.justgiving.com/streetrowing4chase](http://www.justgiving.com/streetrowing4chase)  
[www.justgiving.com/streetrowing4redgravetrust](http://www.justgiving.com/streetrowing4redgravetrust)  
[www.justgiving.com/streetrowing4sportability](http://www.justgiving.com/streetrowing4sportability)

UK taxpayers will also have an extra 28% in tax added to any donations, at no additional cost to themselves, under the terms of the Government's Gift Aid scheme.

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For more information and high resolution images to accompany this story, please contact:  
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