

**FOR IMMEDIATE RELEASE**



## **THE SISTERHOOD TAKES ON 'THE SPEED PROJECT 2019'**

### **340 MILES OF CRAZY, NON-STOP ULTRA-RELAY RUNNING FROM LA TO LAS VEGAS**

*Race commences 29 March 2019*

40 members of the Sisterhood and Sisterwood will be taking on the crazy, self-supported Ultra-Relay race 'The Speed Project'. Kicking off at 4am US time, we will be setting off on **a grueling 340 mile non-stop running relay from Santa Monica Pier in Los Angeles, finishing at the Vegas sign at the beginning of the Las Vegas Strip.**

This will be the 5<sup>th</sup> year of 'The Speed Project'. **We will be the first ever UK team.**

**There is zero race support and there are zero checkpoints. We must navigate our own route through Death Valley in soaring and freezing temperatures.**

We also have to avoid the snakes and dogs that come out onto the road at night, as well as hostile locals who don't appreciate Breaking Bad RVs pulling up on their turf!

Many teams compete to break the course record of 36 hours. Our aim is to arrive in one piece in 48 hours and head straight into a Vegas Pool Party. Thus maintaining the Hood's notorious balance of Lucozade to Alcohol.

Our teams comprise over 20 Sisterhood girls, Sisterwood boys and some badass ex British soldier war veterans. Teams are made up of runners, RV drivers and cycle support.

There is a serious reason for this crazy behavior: to raise as much money as possible for two amazing charities - [The Hummingbird Initiative](#) and the [Nepal Youth Foundation UK](#). Both charities are focused on supporting, educating and saving young girls from exploitation in Africa & Nepal.

We would like to thank SISTR, Ignition Technology and Brand Explosion for sponsoring us.

### **Contact and more info**

Contact: [emma@wearekk.com](mailto:emma@wearekk.com)

Website: [www.sisterhood.org.uk](http://www.sisterhood.org.uk)

Fundraising: <https://thespeedproject2019.everydayhero.com/uk/the-sisterhood-group>

Charities: <https://www.nepalyouthfoundation.org.uk>

<https://m.facebook.com/thehummingbirdinitiative.org/>

*About The Sisterhood: Ordinary girls doing extraordinary things. An elite group of female athletes – talented in many ways, toned to perfection with killer looks – on a mission to keep boldly going where no other girl has gone before. Since launching in 2006 to dragonboat across the English Channel (gaining a World Record), The Sisterhood has clocked up an incredible number of challenges – the Amazon raft race, Bosphorus swim, Costa Rica coast-to-coast race, Kilimanjaro, Venice Vogalonga, the list goes on. To date, The Sisterhood has raised over £750,000 for various amazing charities.*