



TRANS SAHARA RUN OFFERS “AFRICA IN THE RAW” FOR AMATEUR ADVENTURERS

BUDAPEST - A **17 day coast-to-coast trek** will send travelers on a **6,000 kilometer** journey starting at the Mediterranean Sea in Tunisia and heading straight through the heart of the Sahara all the way to the Atlantic Ocean. This trek is the Trans Sahara Run, a **minimal assistance motor rally** for people who are not afraid of a little dirt.

The Trans Sahara Run, which is set to kick off on March 13, 2011 from Tunis, **Tunisia**, is unique in every way. Not many since the Paris-Dakar Rally of the '70s and '80s used this out-of-the-way route especially an event of this scope. The Trans Sahara Run is designed for participants to get in touch with the raw mysteries of Africa and to experience all the continent has to offer in a very intimate way.

Participants will travel through utterly remote regions of northern Africa, exploring places off the beaten track, like the expansive Sahara of **Algeria**, the breathtaking Savannas of **Niger**, and the remarkable national parks of Benin. The rally will conclude on the pristine beaches of Grand Popo at the Bight of **Benin**.

Teams from all over the world will **drive their own vehicles** along the route that event organizers have scouted. The run is a “drive anything” event, in which participants can drive anything that can take a good beating – the route doesn’t always follow the smoothest road available.

The event is organized by Chennai Event Management Services, a group of seasoned experts in large scale motor rallies. CEMS organizes similar events across Europe, Asia and Africa, including the 4-event [Rickshaw Challenge](#), the epic East European adventures of the [Caucasian Challenge](#), the [Budapest-Chernobyl Run](#) and the crazy African project, [Bus Number 7](#).

CEMS will not act as a tour guide in the Trans Sahara Run – there will be no lead car to follow, no support vehicles, mechanics, or translators to help people out of snags. Organizers have scouted the route of the run in advance and will point teams in the right direction and cheer them on. The adventure, however, is in how each of the teams will rely on their own endurance, ingenuity, and luck to find their way to the finish line.

Like all CEMS events, the **Trans Sahara Run includes a charity element**. This involves giving back to the local communities encountered along the route. CEMS has teamed up with local charity organizations and set a goal to help where help is most needed – in Southern Niger, in the World’s poorest country. Specific charity information will follow.

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The Trans Sahara Run is an extraordinary 17-day motor rally through the least-visited regions of North and Western Africa. For more information on registering as a participant or advertising as a sponsor, please contact attila@transsahararally.com

Trans Sahara Run is a Chennai Event Management Services event combining the most exciting trends in motor sports and adventure tourism. To learn more about the Trans Sahara Run and other CEMS events please visit www.cemsglobal.com.

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Photos, illustrations, logo are available for download by clicking [here](#).