



Left: The Holgates use the momentum of the South-African-bound Soccer World Cup to spread the malaria word in Africa, hosting soccer matches all over the show – and using these matches, to which the local people flock, to educate about malaria, and hand out the life-saving mosquito nets (above).

Kilimanjaro, the highest freestanding mountain in the world. Saving and improving lives through adventure, indeed!

A particular highlight for Kingsley is the route that passes through Burundi. "We have never adventured in Burundi before," he explains. "That's important to us, because after that, it means there are only five African countries left and, in our lifetime, we have the ambition to be privileged to adventure and do community work in every country in Mama Africa."

They may have only started the United Against Malaria Expedition, but already the Holgates are planning the next one: "After this journey, when it's a little cooler in the Sahara, we'll be taking off to do Burkina Faso, Niger,

Chad, Central African Republic, Equatorial Guinea, which means in our lifetime, and in Land Rovers, we've covered the entire continent."

#### **Africans with an African solution**

Although the United Against Malaria Expedition is relatively short (in Holgate terms at least) at around seven weeks, it encompasses 20 000km, which is made a whole lot easier and achievable driving the latest Discovery 4 3.0 TDV6 SE (read more about the Landies and their accessories on page 42 ).

Two additional dimensions give the expedition even greater impetus. Firstly, the Holgates have taken the spirit of the Soccer World Cup to heart, and integrated it into every aspect of

the adventure.

The expedition captures the energy and common purpose of the world's greatest sporting event coming to Africa this year, and uses this to overcome malaria on the continent, with the expedition ending officially just as this landmark event kicks off in June.

"We've hosted well over 100 soccer games across Africa since the World Cup news broke, and have put together matches, provided soccer balls and vuvuzelas, all in order to use the momentum of the World Cup to improve and save lives."

A central element, though, is the United Against Malaria bracelet launched in conjunction with this expedition. Colourful beaded UAM bracelets are produced by poor communities in Khayelitsha, Cape Town, and are being sold throughout SA, Africa and even internationally.

Crucially, of the R25 purchase price, R10,50 covers the cost of the materials, R3,00 goes towards the development and administration of this commendable social enterprise, R3,50 is paid to the maker and approximately R8,00 is directed to the malaria fund for the purchase of more mosquito nets. It's a truly admirable initiative that is set to gain phenomenal support around the world, and indeed empower Africans to deal with malaria as well as unemployment.

#### **Priceless lives saved**

It's only when you see the tears of joy among those that receive the mosquito nets that you begin to appreciate what it really means to people ravaged by malaria.

Our first leg of the trip focused on southern Mozambique, ranging from the small village of Bobole through to the coastal town of



Above: After many years of Defender adventures, Kingsley seems adamant about the "right-arm-out-the-window" driving method, even though he now uses the latest Discovery 4, with all the bells and whistles.