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Amway Business Owner Completes Cycle Slam Challenge for Romanian Orphanage



Bogdan Cristea, an Amway Business Owner, has successfully completed the gruelling "Cycle Slam Challenge" to cover 1000 miles from London to Romania. With a core team of five riders, and another six cyclists joining them at different points along the challenge, the 18 day marathon has raised over £5000 to help fund the refurbishment of a mother and child centre and an art therapy programme for children in an orphanage based in Timisoara, Romania.

Bogdan, originally from Romania, is also a volunteer who helps disabled people. He was first introduced to Amway in Romania in 2005 and relocated to London in 2006 where he started his UK Amway business. It wasn't until he had moved to the UK and watched a British documentary about the Romanian care system that he became aware of the injustice and abuse that some children suffer in his home country.

"This type of documentary is never televised in Romania so I was unaware until I came to London," said Bogdan. "I was so full of despair for these children that I decided to try to make a difference. I grew up in Arad, which is not far from Timisoara where there is a refuge centre and orphanage. The money we have raised will help fund the expansion of a mother and child centre for victims of abuse or neglect who have nowhere else to go. Currently they have six rooms but they hope to modernise three more with our assistance. We will also help fund an art therapy programme for children at the orphanage." The team set off from Amway's flagship experience centre in Holborn, London, on 1st August 2010 and travelled through France, Belgium, The Netherlands, Germany, Austria, Slovakia, Hungary and finally arriving in Romania on the 18th August. Along the route, Bogdan and his team were welcomed in each country by Amway representatives who gave them a tour of their experience centres and offered a donation to the cause.

The cyclists were welcomed into Timisoara, Romania, by over 100 people and were congratulated with a special gala dinner to celebrate their achievements.

Amway UK pledged £1000 to the challenge, which coincides with their "One by One Campaign" of helping children live better lives. The company also supported the riders with nutritional products by supplying them with Nutrilite multivitamins and Strive+; a rehydrating energy drink. The company also provided the team with 'Team Nutrilite' cycle wear as well as publicising the challenge among its global ABO network, to encourage donations to the cause.

Andy Smith, Amway UK/RO's general manager said: "We give our warmest congratulations to Bogdan and his team. We became involved in December last year when we held a staff toy collection for the orphanage, which was hand delivered to the children by Bogdan at Christmas. This is a fantastic cause that really helps children live better lives."

Bogdan concluded: "I am so very proud of the team! The challenge was extremely difficult, both physically and mentally, and we often had difficult weather conditions to cope with. However we worked together and offered support to each other along the way. The money we have raised will genuinely change the lives of the children in Timisoara. Thank you to Amway and all that have supported us."

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