

## Bike Donations Give Kids in Africa Hope ... for an Education and a Better Life

In Ghana, Africa, a bicycle can be an ambulance, a water carrier and even a school bus. And for kids there, a bike represents hope – for an education and a way to build a better life.

But bikes are considered a luxury in rural Ghana, where farming is the typical way of life and a farmer may earn as little as \$1 (US) a day.



So our Cadbury team in Canada decided to do something about it and created The Bicycle Factory.

In 2009, the team delivered the biggest-ever shipment of bikes – 5,000 to be exact – to cheering crowds. And more than 200 communities in central and southern Ghana are now putting the bikes to good use.

Ghana is one of many countries that are part of the Cadbury Cocoa Partnership, a unique program to support the sustainability of about one million cocoa farms.

With the need for bikes great in all regions, the Canadian team worked with World Vision Ghana, its lead partner, and other organizations, and identified the children most at risk were those that walked a minimum of three kilometers (about two miles) or more each way to school. Those kids are now using those bikes to get to school.

“Cadbury has been rooted in Ghana for more than a century and through this program, we are directly impacting the lives of children and the farming communities that help provide the cocoa beans that go directly into our Cadbury chocolate,” says John Phillipson, Vice President, Confectionery. “Each bike also represents the good will and support of thousands of Canadians who were instrumental in helping us achieve our goal, and who were inspired to help make a difference a half world away.”

### Sweetest bikes ... ever

The Bicycle Factory program for Ghana began in spring 2009. The Canada team encouraged consumers to register bar codes from their Cadbury treats, like chocolate, gum and candy, for bike parts.

Each online bar code entry represented one bike part. And 100 parts built one bike for Ghana, which could be tracked in a virtual factory at [www.thebicyclefactory.ca](http://www.thebicyclefactory.ca).

To help the bikes last as long as possible, the team also has invested in bike care training for each community.

So after seeing what a striking difference the program made in the lives of kids across Ghana, the Canadian team plans to do it all again later in 2010.

