

ROOF OF AFRICA 2023

A message to the *Hard Enduro* riding community
From LORA and its new executive



“To the Hard Enduro riding community of Lesotho, South Africa and Internationally:

1. Roof of Africa 2023 Race Date Finalisation:

We are excited to announce that new dates for the Roof have been finalised. Having engaged with all necessary stake holders like MSA, our sponsors and the riding community at large we believe we have selected dates that are the most suitable for everybody at this point in time to be able to hold a successful and exciting event this year.

The New date for the 2023 ROA is now set for the **30th November - 2nd December 2023.**

**NOVEMBER 30th -
DECEMBER 2nd 2023**



We fully acknowledge the challenges this could present and apologise to the many who have already made plans and bookings linked to the first Roof date set last year. It is important to note that this new date also allows us more time to continue engaging with WESS for the inclusion of ROA into next years 2024 calendar, which is already underway. Discussions are extremely positive and more information will be shared on this matter in due time.



2. Our new ROA Event Organiser:

After a numerous in-depth talks with several companies over the past weeks we are enthusiastic to announce that we have finally come to an agreement with the ROA's new event organiser.

ProTouchGlobal GmbH (PTG) which is an international event and sports management company that will be taking the lead and guiding us into a new future for the ROA.

PTG is headquartered out of Switzerland and has presence globally including South Africa, they have also been a part of the Hard Enduro industry for several years now and attend most of the WESS events in Europe.

PTG is well known for being the organisational partner and also owning part of one of the largest cycling events in Europe, making them our preferred partner for the Roof. They bring OUR ROOF international credibility and will offer our community of riders a wealth of international experience in event management. This strategic partnership will elevate the Roofs level and establish it as a marquee sporting event and brand in Africa which is inline with the vision of the new LORA EXCO.

“We need to remain diligent in our pursuit, yet faithful to our purpose.”

- ROSS WHITEHEAD (PRO TOUCH GLOBAL)

In Conclusion:

We fully understand the rights of the public and riding community to voice its concerns as has happened on many a social media channels of late, it has all been taken on board. The new LORA EXCO would like to assure everybody that the riding community interests, and the Roof of Africa's interests are our first priority and will always be.

Of late we were in deep negotiations with our partners and stakeholders and unfortunately we could not say anything until all matters had been finalised with a clear road map carved out which has now happened.

We thank you for your patience and support and assure you that more exciting news will continue to be released by the new team in the near future.”

From a new, fresh and structured LORA EXCO

