



Travellers Auto Barn supports “Macro” stand against poverty.

Sydney, Australia – Travellers Auto Barn are proud to be associated with charity rider Geoff Dittrich, and his cycling team who are to take the fight against poverty across Australia with an 80-day bike ride from Sydney to Perth. What’s been called the ‘Macro for Micro’ initiative hopes to raise more than AUD\$50,000 for Opportunity International Australia, a non-profit organisation that uses a business based initiatives to help solve the problem of poverty.

The 5,600km ride, which starts in Sydney on the 8th of March and is scheduled to finish in Perth on the 29th of May aims to highlight the issue of global poverty and raise awareness of microfinance as a sustainable solution. The basis of microfinance is to make available small loans to people living in poverty, which allows them to establish or invest in a business which in turn allows them to earn an income, afford food, clean water, housing and education. A successful small business can also have far greater benefit than just for those directly involved for example it helps in improving quality of life for all by growing the local economy and in turn employing other from the community.

Travellers Auto Barn managing director Peter Burke was enthusiastic about his company’s involvement with Opportunity International Australia (OIA).

“We are proud to be involved with OIA and wish Geoff all the best with what is a massive journey ahead. We had been involved with various charities over the years but I see OIA as being one of the most pro active and inspiring programmes to date. OIA has been providing microfinance to help people lift themselves out of poverty for about 35 years now which is a remarkable achievement. Providing these loans, which are often tiny by our standards, gives so much more than a simple handout or traditional charitable donation. These loans give people something to work toward, a way to pull themselves up and as a result give the back dignity and sense of ownership which is stripped away by poverty”

Geoff Dittrich, cyclist and organiser of Marco for Micro, said, “Opportunity International Australia has used microfinance to provide a hand up rather than a hand out for more than a million people in poverty around the world, which is an amazing statistic for a local charity organisation. Our challenge, with Macro for Micro, is to raise AUD\$50,000 for Opportunity International Australia, so they can continue to help the working poor. With Macro for Micro, we wanted to take on a significant physical plight in order to bring attention to a much more serious global challenge”

Various corporate partners are involved in supporting the ride in many ways. Travellers Auto Barn will be providing the team’s [campervan](#) for the duration of the three month journey as they travel from Sydney to Perth. The team will be relying on Travellers Auto Barn for the reliability of their support vehicle and for use of the accommodations and cooking facilities it provides.

For more information about Opportunity International Australia, please visit:
www.opportunity.org.au

For more information about Macro for Micro, and to track the bike ride please visit:
www.macroformicro.com

For more information on Travellers Auto Barn please visit our [campervan rental](#) company.

About Opportunity International Australia

Opportunity International Australia has over 35 years' experience providing microfinance and other support services to the people living in poverty in developing countries. The organisation sees 97% of its loans repaid, which go on to help other families break the cycle of poverty, year after year. Each successful business can feed a family, employ more people and contribute to the entire community.

About Travellers Auto Barn

Travellers Auto Barn began in 1993 in Sydney, Australia and now has offices in 6 Australian cities plus affiliates in across New Zealand. T.A.B have been twice winners of the prestigious Golden Backpacks award for "National Transport Provider" in 2007, 2008 and finalists in 2009. Travellers Auto Barn offers a range of [campervans](#), cars & stationwagons for hire as well as sales (including 4WDs) from 6 Australian wide locations: Sydney, Brisbane, Cairns, Darwin, Perth & Melbourne.