



THE CRUCIAL MALARIA PROJECT

600.000 KM OVERLAND

ACROSS AFRICA



1988 - 2021

MANY LIVES DEPEND ON IT

600.000 KM BY UNDESTRUCTABLE LAND ROVERS

REACHING THE PEOPLE TAKES A SPECIAL KIND OF VEHICLE. AND IT'S NO COINCIDENCE THAT PEOPLE LIKE US - WHO HELP OTHERS IN NEED - WITH MISSIONS FAR AWAY FROM CIVILISATION, WE NEED UNDESTRUCTABLE 4X4 CARS.

OUR LIVES - AND AFRICAN LIVES - DEPEND ON IT.

WE TRUST AND RELY ON OUR LAND ROVERS ACROSS THE WORST ROADS YOU HAVE EVER SEEN, CONQUERE MINEFIELDS AND WARZONES.

THE PEOPLE WHO NEED URGENT MALARIA CARE, ARE FOUND FAR AWAY AFTER THE ROADS END. AND THAT'S EXACTLY THE PLACE WHERE MALARIA STARTS. THE MOST THREATEND AND VULNERABLE PEOPLE ARE EXTREME ISOLATED AND WITHOUT ANY HELP

BY RANGE ROVER

97.000
MILES

ACROSS
19 AFRICAN COUNTRIES



THE STORY OF DAVID M.C. ROBERTSON

EPIC EXPEDITION

CHANGED INTO A MISSION

MY FIRST PASSAGE ACROSS AFRICA - IN 1988 - COVERED 97.000 MILES. THE JOURNEY PASSED THROUGH 19 COUNTRIES : ALGERIA, NIGER, BURKINA FASO, IVORY COAST, GHANA, BENIN, TOGO, NIGERIA, CAMEROON, C.A.R, ZAÏRE, RWANDA, KENYA, TANZANIA, MALAWI, ZAMBIA, ZIMBABWE, BOTSWANA AND SOUTH AFRICA.

IN ZAÏRE THE TRACKS WERE SO BAD, I COULDT ONLY COVER 5 MILES A DAY.

IN EACH COUNTRY I BECAME AWARE MALARIA IS AFRICA'S BIGGEST KILLER. IT IS CRUCIAL TO RAISE AWARENESS WORLD WIDE TO SUPPORT AFRICAN FAMILIES AGAINST THIS SILENT KILLER.

THIS EPIC EXPEDITION CHANGED INTO A MISSION.

BY LAND ROVER DEFENDER

**270.000
MILES**

ACROSS
32 AFRICAN COUNTRIES



TURNING IDEAS INTO ACTION

THE CHALLENGE

SAVING 2.450.000 PEOPLE

THE DAM DEFENDER - 1998 - 2021

DISTANCE 270.000 MILES - 2.450.000 PEOPLE SAVED

LIKE SO MANY OF THE CHALLENGING IDEAS, THE ORIGINAL 1988 EXPEDITION TURNED INTO A LIFESAVING MISSION. AND OBVIOUSLY THE LAND ROVER DEFENDER WAS THE BEST CHOICE. THE POWER CAR WORKED HIS CHARM AND ATTRACT THE ATTENTION OF THE MEDIA. IT DID ITS JOB TO CONQUER THE WORST ROADS YOU HAVE EVER SEEN. WE CROSSED MINEFIELDS, IT BULLDOZED ITS WAY THROUGH MUD 3 METERS DEEP, FAST FLOWING RIVERS AND DEEP LAKES.

I LOST COUNT OF THE TIMES PEOPLE WERE AMAZED WE MADE IT THROUGH. IN 1999 I WAS JOINED BY JULIA SAMUEL. SHE CAN DEAL WITH THE AFRICAN CHALLENGES. WE CARRIED 500 KILO'S MALARIA NETS ON THE ROOFRACK, AND ANOTHER THOUSAND OF MEDICATION AND DIAGNOSTICS INSIDE - FOR MANY YEARS.

BY LAND ROVER DISCOVERY - DAM 1

22.000
MILES

ACROSS
3 AFRICAN COUNTRIES

A DANGEROUS JOB

BULLET HOLES & HOSTAGE

WE RISK OUR LIVES TO HELP OTHERS

IN THE DANGER ZONES OF CAMEROON AND THE CENTRAL AFRICAN REPUBLIC WE SUPPORT THE PEOPLE WHO NEED OUR HELP THE MOST. TIME AND TIME AGAIN, IN THE WAKE OF TRAGEDY, THERE ARE COUNTLESS TIMES WE RISK OUR LIVES TO SAVE OTHERS. DURING THE CIVIL WARS WE ARE THE HUMAN SHIELDS TO PROTECT OTHERS. WE REFUSE TO BE REMINDED TO ALL THE TRAGEDY'S WE SURVIVED. IT REMAINS OUR GOAL, THE WILL AND THE PASSION TO SUPPORT THE PEOPLE IN EMERGENCIES. WE CHOOSE TO BE MISSION WORKERS TO SUPPORT THOUSANDS OF FAMILIES WHO NEED OUR HELP DESPERATELY IN SITUATIONS POTENTIALLY DANGEROUS TO OURSELVES.



BY LAND ROVER DISCOVERY - DAM II
SOUTHERN & EAST AFRICA

15.000 MILES

ACROSS
7 AFRICAN COUNTRIES

SOUTHERN AFRICA

CROSSING DESERTS

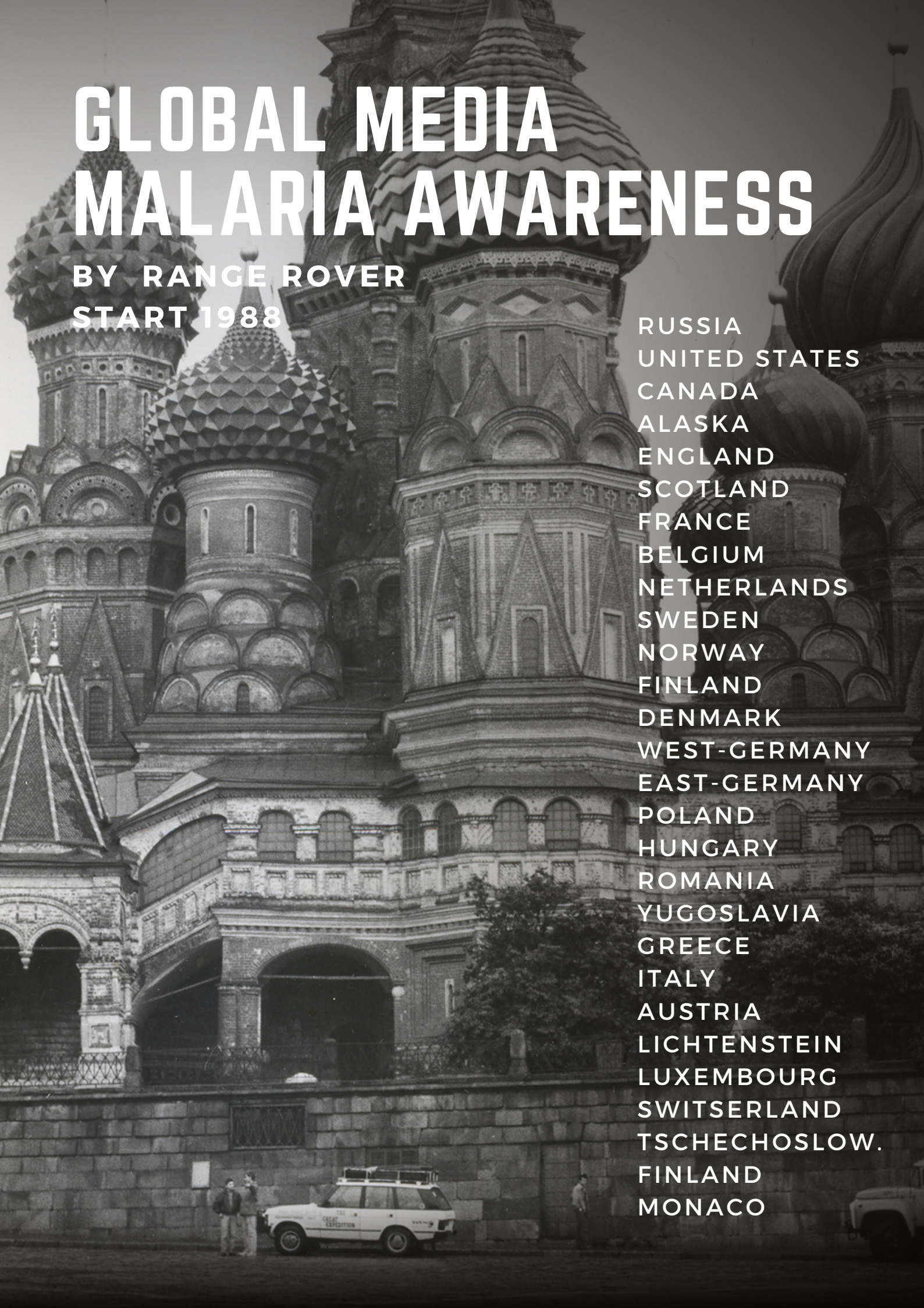
SUPPORTING ABANDONED TRIBES & COMMUNITIES

THE JOURNEY OF THE LAND ROVER DISCOVERY - DAM II - WAS LAUNCHED IN 2015 FOR THE MISSIONS IN SOUTHERN AFRICA'S MOST DESERTED AND CHALLENGING ENVIRONMENTS IN NAMIBIA, ANGOLA, ZIMBABWE, ZAMBIA, BOTSWANA, MALAWI AND MOZAMBIQUE. WITH OUR DISCOVERY DAM II WE BRING LIFE-SAVING INTERVENTIONS TO REGIONS WHERE NO OTHER SUPPORT CAN BE FOUND, ABANDONED COMMUNITIES HAVE NO ACCESS TO MEDICATION AND MALARIA PROTECTION. MALARIA IS ARGUABLY THE LEADING CAUSE OF DEATH AMONG CHILDREN IN AFRICA. UNDER FIVE ARE ESPECIALLY AT RISK. THEIR IMMUNE SYSTEM IS WEAKENED BY POOR NUTRITION. IF MALARIA-INFECTED CHILDREN ARE NOT GIVEN MEDICATION, THEY DIE WITHIN 48-HOURS. TIMELINE 2015 - 2021 WE SUPPORTED 243.344 PEOPLE IN NEED.

GLOBAL MEDIA MALARIA AWARENESS

BY RANGE ROVER
START 1988

RUSSIA
UNITED STATES
CANADA
ALASKA
ENGLAND
SCOTLAND
FRANCE
BELGIUM
NETHERLANDS
SWEDEN
NORWAY
FINLAND
DENMARK
WEST-GERMANY
EAST-GERMANY
POLAND
HUNGARY
ROMANIA
YUGOSLAVIA
GREECE
ITALY
AUSTRIA
LICHTENSTEIN
LUXEMBOURG
SWITZERLAND
TSCHECHOSLOW.
FINLAND
MONACO



GLOBAL MEDIA MALARIA AWARENESS

BY LAND ROVER DEFENDER
START 1999



NORWAY
UKRAINE
SWITZERLAND
AUSTRIA
BELGIUM
BULGARIA
CROATIA
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
GERMANY

FRANCE
HUNGARY
LATVIA
LITHUANIA
LUXEMBOURG
NETHERLANDS
POLAND
ROMANIA
SLOVAKIA
SLOVENIA
SPAIN
GIBRALTAR

ENGLAND
SCOTLAND
BELARUS
MOLDOVIA
BOSNIA HERZEGOVINA
KOSOVO

