

North Atlantic Challenge Aims to Raise Money for Charity with 4,000-Mile Solo Row

A North Carolina Resident, Peter Harley is undergoing intense training to tackle a challenging solo row across the North Atlantic to achieve a personal goal and at the same time use this incredible opportunity to raise funds for charity.



North Carolina, Cary, Jun 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - Real change requires real action. Extreme sports enthusiast and South Africa immigrant, Peter Harley, is no stranger to embracing a challenge. The desire to not only take on a once-in-a-lifetime opportunity but to give back and support causes he is passionate about is what motivated Harley and daughter Bonnie Evans to launch the North Atlantic Challenge.

"The North Atlantic Challenge is an extraordinary event and opportunity to do something monumental. The commitment and effort to make this a success is equally extraordinary and challenging, there is nothing easy about taking on something like this."

Over the course of three to four months, Harley will engage in a solo row of approximately 4,000 miles across the difficult North Atlantic Ocean - *A route that has never been attempted or successfully completed* - He will begin his journey in Virginia Beach, Virginia, USA, and end in La Trinite' Sur-Mer, France. It will be a completely unsupported row with no support vessels following behind. The sixty-year-old has been engaged in an intense training program since January 2020 to prepare for his launch in 2022. He can be seen training regularly at Lake Jordan in Apex, North Carolina.

While this is an incredible experience for Harley, it is also a chance to bring about change. North Atlantic Challenge has partnered with three amazing charities in an effort to raise \$750K – to be shared equally across the three charities. The charities are 5 Gyres, the Pediatric Brain Tumor Foundation, and Best

Friends Animal Society. The money will go toward supporting research, families, communities, policy change, and other initiatives that will have a positive impact for years to come.

[5 Gyres](#) is a non-profit organization focused on taking action against the plastic pollution crisis. Plastic is contaminating waterways large and small across the planet, damaging the environment and harming animals. The organization conducts research to drive policy change such as the introduction of the Microbead-Free Waters Act of 2015, understand point sources for plastic pollution, and introduce effective solutions to protect the Earth.

The second charity is the [Pediatric Brain Tumor Foundation](#) (PBFT). Harley and Evans selected this organization to honor Harley's late wife and Evans' mother who passed away from breast cancer. Throughout her life, she was dedicated to raising funds and supporting childhood cancer patients. While having treatment of her own, she successfully organized and participated in a running event raising funds for "Reach for A Dream in South Africa".

PBFT is committed to curing all pediatric brain tumors and enhancing children's quality of life. The organization offers multi-year Early Career Development grants that fund research initiatives to learn more about different types of pediatric brain tumors and advance targeted therapy efforts. In addition, PBFT provides patient and family education, financial relief, and emotional support as families fight for their children.

The third charity is the [Best Friends Animal Society](#). Harley and Evans are both incredibly passionate about animals and pet adoption. Best Friends is on a mission to end the killing of dogs and cats in America's animal shelters by 2025. The organization has created the largest no-kill animal sanctuary in the country and works with shelter partners and community members nationwide on animal welfare initiatives. Their goal is to Save Them All.

The North Atlantic Challenge is proud to partner with all three organizations and drives awareness and support for their incredible missions. There are opportunities for corporations and individuals to get involved as well and be part of this wild ride across the North Atlantic. North Atlantic Challenge invites businesses to become corporate sponsors by donating monetary funding or products for the event. With various levels of sponsorship, businesses can have their branding displayed on the boat, be included in features and news stories, and benefit from other brand coverage.

Individuals are encouraged to participate as well! Donations can be made to the North Atlantic Challenge's [GoFundMe page](#). Donors of \$100.00 or more will have their names printed on the boat so they can be part of the journey! To learn more about this exciting solo row adventure and the charities it supports, visit <http://northatlanticchallenge.com>.

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ABOUT:

The North Atlantic Challenge is a solo row expedition across the North Atlantic in an effort to raise awareness and critical funds that will play an integral role in bringing change to the planet, children, and animals. In 2022, Peter Harley will set off on a 4,000-mile journey from Virginia Beach, Virginia, the USA

to La Trinite' Sur-Mer, France. The organization seeks to raise \$750K to support 5 Gyres, Pediatric Brain Tumor Foundation, and Best Friends Animal Society. Follow along with this extreme sporting adventure and watch the journey unfold on our [website](#), [Facebook](#), and [Instagram](#).



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