

Diversity & Inclusion

PRUDENTIAL RIDE LONDON



The annual Prudential Ride London event was held on 4 August 2019, where thousands of professional and aspiring cyclist took to the streets for a 100-mile cycle ride. The riders cycled through London and the Surrey countryside before finishing at the famed Buckingham Palace Mall.

Following a thorough selection process, Eastspring Indonesia sent a representative for the first time – **Didin Praktik Komara** from the Life Business Relationships team, alongside two colleagues from Prudential Indonesia. Each participant raised funds for Posko Jenggala, an organization supporting the recovery of two villages impacted by Earthquake in Lombok.

Prudential Ride London was not just about the cycle race. It was used as an opportunity to promote environmental awareness, with re-usable water bottles distributed and streets in the City of London closed to cars for the day. Participants from Prudential also met with the Prudential Plc Board of Directors at a welcome dinner in their old head office in Holborn.

Didin completed the race in an impressive 7 hours 35 minutes and was 160% over his fundraising target. He says: "I really encourage colleagues to get involved in Prudential Ride London next year. Cycling is a great way to stay fit and healthy, whilst also having fun – and the event raises money for a good cause. It was a 'once in a lifetime' experience".

