

15 years of Cannonball Run for QuadPara Association of SA



By [Ilse van den Berg](#)

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The Round Table Cannonball Run has raised over R3m for charity over the past 15 years. The whole idea of the Cannonball Run is that the competitors don't know where they will be heading. The event is run on the lines of a regularity rally, but with cryptic clues pointing cars in the right direction, rather than a conventional route schedule.



The only entry requirement for cars was that they could maintain a steady 120km/h on the highway as time penalties are imposed for being late at various control points. There are also penalties imposed for getting lost, either taking a short-cut or a long meander, so just like a regularity rally, the core of the event is to be on course and arrive at the specified time.

There are, however, other non-driving tests that add an element of surprise to the race.

Ross Crichton from Super Car Lifestyle and founder of the event tells us more...

What is the Cannonball Run and how does it work?

The Round Table Cannonball Run (CBR) is a cryptic clue photo rally with motorised and non-motorised sporting events, such as track and gymkhana experiences to clay pigeon shooting and obstacle courses. The participants are given the start venue and have no idea where they will be ending up at the end of the event, the location is secret. It's open to any

make/model of vehicle as long as it's road legal.



Between “events” the participants must keep to the speed limit and are penalised for driving too slow or too fast.

⌘ ***What was the inspiration behind the event?***

I saw footage of the Cannonball Run Europe event on TV and wanted to create a charity driven event, so although the event shares a similar name it's workings and ethos is very much adapted to South African conditions and keeping within the road regulations.

⌘ ***Since its inception 15 years ago, the Cannonball Run has raised over R3m for charity. Who are the chosen charities and how does this event practically benefit them?***

The event has almost exclusively benefited the QuadPara Association of South Africa due to the motoring link. This has seen the event purchase vehicles for QASA for their driver training programme as well as purchasing wheelchairs and motorised wheelchairs for QASA recipients.



⌘ ***How does the Cannonball Run fit into Super Car Lifestyle's overall CSI strategy?***

Super Car Lifestyle often has a charitable angle to its events, assisting communities through which we travel. Cannonball Run being the biggest of these charitable “drives”.

❏ **Are employees/volunteers encouraged to get involved in this initiative? If yes, how do you motivate participation?**

Volunteers and friends from Round Table make up the crew on these events, and the participants are encouraged to give freely.



❏ **How important is authenticity and transparency in the CSI space in South Africa?**

More and more companies are wanting to see some sort of return for their CSI not just in branding but also ensuring that the monies donated are actually reaching the intended recipients. They're donating the monies to Round Table on their behalf to manage the monies so they do in fact get spent properly is a great option for companies.

For more, go to www.cannonballrun.co.za.

ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work here and here. Contact Ilse through her website here.

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