

Each year thousands of Hitchers leave and return from their Hitch buzzing, creating an atmosphere that spreads around their family, friends, and the LCD office. Put simple, the Hitch is a catalyst for excitement.

A large part of my 'Hitch Marketing' internship with LCD involved working with the feedback from Hitch 2010. I have been bowled over by the sheer quantity of positive comments made about the Hitch. One Hitcher commented that 'the hitch is an exhilarating and unforgettable experience that has left me with some excellent memories, new friends and a realisation of how kind and generous people are'. This is a perfect example of the kind of feedback I have been reading over and over again.

You will probably read or hear one or two accounts of the kindness of strangers, excitement, adventure, and experiencing the satisfaction in completing such a momentous challenge. However, I can assure you that there are hundreds of examples of Hitchers having had similar experiences. Due to this, it has been a great pleasure to read the Hitch feedback, and my passion for the event has only continued to increase.

Most students are motivated to take part in The Hitch by a desire to do something fun and different over the Easter holiday. The Hitch certainly fulfils this, but the feedback has highlighted that in addition, loads of students place The Hitch in the category of 'life changing experiences'.

I in fact decided to do the Hitch primarily because it sounded like it would provide the perfect fun adventure after drowning in a term of hard essays. I not only returned from the Hitch as a far more upbeat individual, but with a completely changed perspective on what was important to me.

This prompted me to notice something important about the Hitch. The primary purpose of the Hitch is to raise money that can be used to provide quality education for children in African countries where this simply isn't available. However, the Hitch is a hugely educational experience for the British students involved.

Working in LCD's London office has developed my understanding of the attention that needs to be spent on the African countries LCD work in, as well as some of the projects LCD are undertaking to help change this. The staff are working for a serious cause, however their passion and motivation creates an extremely happy working environment.

Many people don't realise quite how important the funds raised from the Hitch are to LCD. It is by far the charity's biggest source of funding. Recently, I was lucky enough to attend the 'Education in Zimbabwe' conference held by LCD which Mike explored in the previous blog.

The best way for me to end my account of my experience as an LCD intern is with my favourite quote from the Hitch feedback, which perfectly sums up the event as 'a powerful, character enriching challenge, with laughter, cries and over worn underpants!'