



Superdream.



20 January 2015

Get your motor running, head out to the highway and join the King of the Jungle!

Midlands Air Ambulance Charity (MAAC) has announced that the current King of the Jungle and seven times World Superbike champion Carl Fogarty will lead an expected 3,000 strong biker ride-out to officially kick-off the 5th Bike4Life Fest on Sunday 26 April 2015.

Carl is personally appealing for riders across the region to register and join him on the 23 mile motorbike procession from Shrewsbury to the RAF Museum Cosford near Wolverhampton, the prestigious home to the Bike4Life Festival – a major annual fundraising event in MAAC's calendar.

Last year more than 8,000 bikers, friends, family and enthusiasts from all across the UK took part in what has become one of the biggest and best biker events in the country. The event is partnered with RAF Museum Cosford and the Safer Roads Partnership to raise awareness of biker safety.

Commenting on his involvement, Carl Fogarty said:

"I jumped at the chance to get involved with Bike4Life Fest 2015 to help support and raise awareness of the life-saving work of Midlands Air Ambulance Charity. This service is a vital lifeline for bikers with over 40% of the incidents the aircrew responds to being road traffic collisions, which sadly often involve bikers.

"It's going to be a great honour to lead out the 3,000 strong bikers and I'd urge anyone who wants to be part of the event to kick start the motorcycle season to sign up."

With arena displays, stalls, exhibitions and biker tutorials, the Bike 4 Life Festival promises to be a great day out for bikers, families and the local community. Live music will be staged by radio station Planet Rock 105.2FM, showcasing the best in Midlands music talent.

Jason Levy, fundraising and marketing director for Midlands Air Ambulance Charity, said:

"Bike4Life Fest has grown year on year and Carl Fogarty's support of the event is fantastic and will

undoubtedly make it our best year yet. We have a great relationship with the biking community, and as well as being a great day out, Bike4Life Fest also aims to raise vitally important funds for our life saving service, so I'd encourage anyone thinking of getting involved, to support our event and register now for the Ride Out."

While the Ride Out is just £5, all visitors to the Festival will also gain free access to the RAF Museum Cosford.

To register to get involved in the ride out led by Carl Fogarty, simply visit www.bike4lifefest.com. It only costs £5 to register with all proceeds raised going to MAAC. Entrance to the Bike4Life Festival is free, however, organisers would like all visitors to make a donation to the charity at the event.

- Ends -

Notes to editors:

- If you are a journalist and would like to participate in the Ride Out, please contact press@midlandsairambulance.com
- Midlands Air Ambulance Charity – Registered Charity Number 1143118 (formerly 1001064)
- Royal Air Force Museum – Registered Charity Number 244708
- The Safer Roads Partnership is part of Warwickshire Police and West Mercia Police and works in partnership with the five local highway authorities in West Mercia (Herefordshire Council, Shropshire Council, Telford & Wrekin Council, Warwickshire County Council and Worcestershire County Council); the Highways Agency; HM Courts Service - West Mercia; the two Fire & Rescue Services for Hereford & Worcester and Shropshire; and West Mercia Cluster of Primary Care Trusts.
- For further information and all media enquiries please contact:
 - Helen Stevens (Midlands Air Ambulance Charity) on 800 8 40 20 40 or helen.stevens@midlandsairambulance.com
 - Michelle Morgans (RAF Museum Cosford) on 01902 376212 or michelle.morgans@rafmuseum.org
 - Vicki Bristow (Safer Roads Partnership) 01905 331242 victoria.bristow@westmercia.pnn.police.uk