



2 April 2015

## Bike4Life Festival line up announced

**Bike4Life organisers have announced an exciting line-up for this year's Festival taking place on Sunday 26 April. The much-loved event held at RAF Museum Cosford returns for its 5<sup>th</sup> year at the end of this month, raising money for Midlands Air Ambulance Charity (MAAC).**

More than 8,000 people attended the event last year, making it one of the biggest and best biker events in the region. This year's Festival promises to be even bigger with a great number of attractions on offer on the day.

Bike4Life Fest 2015 promises to be a great day out for bikers and families alike with more than 40 exhibitors signed up to showcase some of the latest motorbikes, including luxury motorbike retailer, Stratstone. Bikers on the lookout for accessories and clothing for the new biking season are sure to find what they are looking for at the Festival with all the latest brands on offer. Also on board are Halesowen-based company Revs Suspension, so whether you're revamping an old bike or giving your current bike a bit of TLC, the team will be on hand to offer you advice.

Families looking for an entertaining day out are guaranteed to enjoy the family fun lined up. Visitors can take tours of two of the Midlands Air Ambulance Charity's EC135 air ambulance helicopters and watch energetic performances from extreme mountain biker and British Trials Champion Danny Butler and daring displays from stunt bikers Inch Perfect and Moto Gymkhana. In addition to all of this, youngsters can have a go on the climbing wall, ride on the kiddie quad bikes and have their faces painted.

Planet Rock 105.2FM will be showcasing the best in the Midlands' music talent with Cairo Son, Fireroad, Good Companies, Redline and Skam lined up to rock the Festival. Keeping festival goers fuelled for the day, there will also be a fantastic range of food and drink on offer.

**Superdream.**



Current King of the Jungle and seven times World Superbike champion Carl Fogarty will be taking part in a live Q&A on stage at the event, where visitors will also have the chance to meet and greet the racing champ. Carl will also be leading the much-anticipated 23-mile Ride Out from Meole Brace, Shrewsbury to the event's home in Cosford.

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

*"It's the final countdown to this year's event and registrations have already gone through the roof. Over 3,000 bikers will ride out with Carl and thousands more are expected to come along to RAF Museum Cosford to see all that Bike4Life Fest has to offer."*

**Abi Betteridge, public events manager at RAF Museum Cosford, said:**

*"You don't have to be a biker to enjoy Bike4Life 2015, there's plenty to see and do for festival goers of all ages. In addition to the Spitfire flypast, live music, arena displays and family entertainment, visitors will also have access to the RAF Museum Cosford, with over 70 historic aircraft on display. We look forward to welcoming new and familiar faces to the museum on 26<sup>th</sup> April."*

The event, which is partnered with RAF Museum Cosford and the Safer Roads Partnership, aims to raise awareness of biker safety.

Any bikers wishing to take part in the Bike4Life Ride Out must register in advance through the Bike4Life website [www.bike4lifefest.com](http://www.bike4lifefest.com) as spaces are limited (£5 per bike). Any biking enthusiasts, fans of Carl Fogarty and live music lovers are welcome to head straight to the Festival at RAF Museum Cosford. Entry to the Festival is free of charge with all donations on the day going towards the Midlands Air Ambulance Charity.

## Ends

### Notes to editors:

- **Ride Out Details:**

- 9.00am onwards, bikers gather at Meole Brace Park and Ride Shrewsbury.
- 11.30am bikers depart Meole Brace for the 23-mile ride out along the M54, led by Carl Fogarty.
- 12.15pm bikers on the ride out arrive at the Bike4Life Festival.

**If you are a journalist and would like to participate in the Ride Out, please contact [press@midlandsairambulance.com](mailto:press@midlandsairambulance.com)**

- **Festival Details:**

- 10.00am to 4.00pm at RAF Museum Cosford, Shifnal, Shropshire, TF11 8UP.

Planet Rock Stage line up and timings:

- **Good Companions** 12:30 – 13:00
- **Skam** 13:15 – 13.45
- **Cairo Son** 14.00 – 14.30
- **FireRoad** 14.45 - 15:15
- **Redline** 15.30 - 16:00

Bike4Life Arena line up and timings:

10:00 - 10:30	Live Music
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10:30 - 11:15	Extreme Mountain Bike Show
11:15 - 11:30	Live Music
11:30 - 12:15	Inch Perfect Trials Display
12:30 - 13:00	Motogymkhana
13:00 – 13:15	Carl Fogarty Q&A session
13:20 – 14:20	Carl Fogarty signing session
13:15 - 14:15	Inch Perfect Trials Display
14:30 - 15:15	Extreme Mountain Bike Show
14:45	Spitfire flypast *
15:10 – 15:45	Carl Fogarty signing session
15:30 - 16:00	Motogymkhana
15:45 – 16:00	Prize raffle drawn by Carl Fogarty

\* Battle of Britain Memorial Flight Spitfire Flypast scheduled for 14:45 (weather permitting).

For a full list of exhibitors and food retailers attending the event visit [www.bike4lifefest.com](http://www.bike4lifefest.com)

- Midlands Air Ambulance Charity – Registered Charity Number 1143118 (formerly 1001064)  
The Midlands Air Ambulance Charity is responsible for funding and operating three air ambulances serving six Midlands counties, including Gloucestershire, Herefordshire, Shropshire, Staffordshire, Worcestershire and the West Midlands. The service is a vital lifeline for bikers with over 40 per cent of the incidents the aircrew responds to being road traffic collisions, which sadly often involve bikers.
- 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](mailto:helen.stevens@midlandsairambulance.com)
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