



23 April 2015

Organisers are gearing up for this weekend's big biker event

This weekend, thousands of bikers will gather in the Midlands for one of the biggest biking events in the country. Taking place on Sunday 26 April the Bike4Life Ride Out and Festival has attracted riders from across the UK as far as Aberdeen and even some international riders from the likes of Frankfurt and Illinois in the USA, all signed up to be part of the day.

With three days still to go, advance registrations are at their highest level ever, with almost 3,000 riders signed up to take part in the mass ride out from Meole Brace, Shrewsbury to the Royal Air Force Museum Cosford. Bikers will gather at Meole Brace park and ride, Shrewsbury from 9am on Sunday and will depart en masse at 11.30am. Leading the Ride Out this year is current King of the Jungle and seven times World Superbike Champion Carl Fogarty and TV Presenter Richard Hammond. Carl and Richard will be joined at the front of the Ride Out by the Emergency Bikers Flymo and Forrest and a lucky competition winner.

The Ride Out will travel along the M54 motorway and arrive at the Royal Air Force Museum Cosford around 12.15pm. To ensure that bikers are kept safe and disruption to other motorists is kept to a minimum, a traffic management system is in place allowing bikers to travel en masse along the M54. Staggered closures at junctions will be in place as the Ride Out approaches and junctions will re-open again as soon as the bikers have passed.

Upon arrival at the Museum, bikers will park on the airfield at RAF Cosford and will join thousands of fellow bikers and members of the public at the Festival. Festival goers will enjoy an afternoon of entertainment including arena displays, demonstrations and activities sponsored by some of the biggest names in the biking world. A highlight for everyone attending the Festival will be a flypast from the Battle of Britain Memorial Flight Spitfire scheduled for 2.45pm (weather permitting).

Plus, Carl Fogarty will be taking part in a live Q&A on stage and visitors will have the chance to meet and greet the racing champ. With live performances from Good Companions, Skam, Cairo Son, FireRoad and Redline on the Planet Rock stage between 12noon and 4.00pm, the atmosphere is sure to be electric!

Entry to the Festival is free of charge with all donations on the day going towards the Midlands Air Ambulance Charity. Throughout the event, festival goers will have exclusive access to two of the Midlands Air Ambulance Charity's EC135 air ambulance helicopters and have the chance to meet

the crew. The event, which is partnered with RAF Museum Cosford and the Safer Roads Partnership, aims to raise awareness of biker safety and bikers are encourage to head to the safety zone on the day to find out more.

So, if you're a biker and you're not already registered, why not be a part of this fun charity Ride Out and sign up today, with places limited to 3,500 on the ride out, sign up now to avoid disappointment! Bikers wishing to participate in the Ride Out must have a full licence as the route to the Museum will travel along the M54 motorway. The festival will be open from 10:00am to 4:00pm and visitors of all ages, not just bikers are encouraged to come along. For more information on Bike4Life Festival or to register for the Ride Out please visit www.bike4lifefest.com £5 per bike and spaces are limited.

Keep up to date with the latest news and event information by following us on Facebook – Bike4LifeFest or on Twitter @Bike4LifeFest.

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The media are invited to attend the event either at the start of the Ride Out at Meole Brace, (riders leaving approx 11.30am and arriving at the RAF Museum Cosford at approximately 12.15pm) or during the day for the Festival at RAF Museum Cosford between 10:00am and 4:00pm.

Notes to editors:

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:

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

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

- **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 RAF Museum Cosford is home to over 70 historic aircraft, displayed in three wartime hangars and within the award winning National Cold War Exhibition. Aircraft on display include the world's oldest Spitfire, the unique TSR2, the Experimental Aircraft Programme (EAP) technology demonstrator and the mighty Vulcan bomber to name but a few. Plus, the world's last surviving Dornier Do 17, salvaged from the bottom of the English Channel in 2013 is currently undergoing conservation work at Cosford.
- **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

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