

23rd April 2013

Bikers raise thousands of pounds for local charities



Bikers from across the Midlands showed their incredible support for two local charities last weekend as they took part in one of the largest biking events in the country - the Bike 4 Life Fest ride out.

Helping to raise money for the Midlands Air Ambulance Charity and Royal Air Force Museum, a massive 1,452 motorcyclists participated in the 23 mile ride along the M54 from Meole Brace, Shrewsbury to the Royal Air Force Museum Cosford. They filled the motorway as far as the eye could see, as they travelled on mass by police escort to the Museum with members of the public lining the bridges along the route and waving as they passed.

The event raised well over £7,000 thanks to the impressive turnout and support shown by the biking community. The day was a huge success, with more bikers taking part in this year's ride out compared to previous years.

Mick Sturland, PC with West Mercia Police said:

"I am pleased we put on a great show for everyone who attended. Our aim has always been to promote safer riding through engagement and training opportunities and I believe we raised bikers awareness as well as raising funds for two great causes. A huge thanks to all the bikers who supported this event."

In addition to those on the ride out, more than 500 additional bikers attended the festival along with thousands of interested members of the public with almost 5,000 visitors on site throughout the day. Packed with entertainment including; performances from three live bands, a spectacular Savage Skills Mountain bike show and an impressive MPC Ural Sidecar display, bikers enjoyed a full day of demonstrations, talks and shows. Plus, some of the biggest names in the biking world were on hand to talk biker safety including; tyre safety talks from Bridgestone and advanced riding advice and ride outs with The Institute of Advanced Motorists (IAM) and the Royal Society for the Prevention of Accidents (RoSPA)

Jason Levy, Fundraising and Marketing Director for Midlands Air Ambulance charity said:

"We were overwhelmed by the number of bikers who joined us on this year's ride out, we saw almost double the number who took part last year. There was a great atmosphere on the day and I'd like to thank everyone who attended for their unfaltering support."

Our Cosford based helicopter was situated at the event and was called out several times demonstrating the great need to continue to raise funds for our vital service."

Nina Mitchell, Events Executive for the RAF Museum Cosford said:

"We would like to say a huge thank you to everyone who took part in Sunday's event. We were delighted with the turnout and once again the support from bikers has been outstanding. We have received some really positive feedback from people attending and we hope to see everyone again next year."

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Notes to editors:

- 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 West Mercia Police and works in partnership with the four local highway authorities in West Mercia (Herefordshire Council, Shropshire Council, Telford & Wrekin 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.
- Royal Air Force Museum Cosford, Shifnal, Shropshire, TF11 8UP
- Open daily from 10am
- FREE admission
- For further information and all media enquiries please contact:
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- RAF Museum Cosford images & logo available at:
<http://www.rafmuseum.org.uk/research/media-vault.aspx>