

20th March 2013

Riding out for charity



Calling all bikers....this Spring, bikers from across the Midlands are invited to participate in a mass ride out in support of two local charities - Midlands Air Ambulance and the Royal Air Force Museum. The event is in collaboration with Safer Roads Partnership and West Mercia Police and is set to be the biggest biker gathering in the Midlands this year.

Get revved up and join in with thousands of fellow bikers, gathering at Meole Brace Park and Ride, Shrewsbury from 10am on Sunday 21st April 2013. Grab a warming coffee and a hearty breakfast bap from the on-site catering van before setting off on a mass procession to arrive at the Bike Fest at the RAF Museum Cosford, where you can enjoy an afternoon of entertainment. Entry to the Festival and participation in the Ride Out is FREE, however we ask bikers to dig deep and make a suitable donation on the day, with all proceeds from the event going towards the running costs of each charity.

RAF Museum Cosford Events Executive, Nina Mitchell says:

"This is the 5th time we have held this event and the support we have received from the biking community has been outstanding. Seeing the bikers as they travel on mass is a visual spectacle and hearing them as they arrive at the Museum is truly breath-taking."

Midlands Air Ambulance is one of the region's most vital charities and sadly nearly fifty percent of the missions they attend are Road Traffic Collisions, as bikers, and motorists, are some of the most vulnerable road users. The biking community fully support the essential work carried out by the Midlands Air Ambulance and understand how vital it is in saving the lives of road-users every single day. Bike 4 Life Fest is now Midlands Air Ambulance's biggest fundraising event.

Midlands Air Ambulance Fundraising and Marketing Director, Jason Levy says:

"It promises to be a great day for everyone to enjoy, the charity is fortunate to count on great support from the biker community, who know only too well that our service could make the difference in the event of a serious accident".

In addition to the ride out, there will also be a 'Biker's Festival' held at the RAF Museum for bikers and families to enjoy. Backed by some of the biggest biker organisations, dealerships and suppliers in the UK including Stratstone, Triumph, Harley and Bridgestone – you will find everything a biker could possibly need, all in one place. In addition to this, bikers can join in with assessed ride outs from IAM and ROSPA, find out more about additional training and how to brush up on their skills, see special motorbike displays, buy souvenirs courtesy of mugs4you and enjoy live music and good food. The festival will run from 10:00am to 4:00pm and visitors of all ages, not just bikers are encouraged to come along, as there will be lots of fun things for families to do including Kiddie Quadz and a Moto Gymkhana, with the chance to have a go!

Hundreds of bikers have already registered their interest and signed up for the ride out and organisers are anticipating that as the day draws nearer and the weather warms up, hundreds more will be showing their support. For more information on Bike 4 Life Fest visit www.shropshirebikifest.co.uk or to register for the ride out, please email bike4life@rafmuseum.org

The RAF Museum Cosford proudly hosts a world class collection of aircraft and aviation memorabilia that can be viewed for free daily from 10am. Funds raised will go towards the upkeep of the exhibits, whilst the Midlands Air Ambulance needs to raise in excess of £6.5million every year to stay operational and receives no Government or National Lottery Funding.

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Notes to editors:

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 Fest at RAF Museum Cosford 10:00am to 4:00pm.

- Entry to the Fest and participation in the Ride Out is FREE, however bikers will be asked to make a suitable donation on the day. Register by emailing bike4life@rafmuseum.org
- 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.
- Photos and pre event interviews available on request
- Royal Air Force Museum Cosford, Shifnal, Shropshire, TF11 8UP
- Open daily from 10am
- FREE admission
- For further information and all media enquiries please contact:
Michelle Morgans (RAF Museum Cosford) on 01902 376212 or michelle.morgans@rafmuseum.org
Jason Levy (Midlands Air Ambulance) on 0800 8402040 or jason.levy@midlandsairambulance.com
Vicki Bristow (Safer Roads Partnership) 01905 331242 victoria.bristow@westmerciam.pnn.police.uk
- RAF Museum Cosford images & logo available at:
<http://www.rafmuseum.org.uk/research/media-vault.aspx>