

11<sup>th</sup> April 2013

## Sign up for Spring's Big Biker Event



With the cold snowy weather finally behind us and what looks like Spring in the air, what better timing is there for bikers to dig out their leathers and get back on their bikes to take part in the Bike 4 Life Fest on Sunday 21<sup>st</sup> April. This huge biker gathering is in support of two local charities - Midlands Air Ambulance and the Royal Air Force Museum and with just over a week to go until the event, any bikers who still haven't registered their interest are urged to do so.

The day will begin with bikers gathering at Meole Brace Park and Ride, Shrewsbury from 10:00am before departing on mass at 11:30am, heading for the RAF Museum Cosford. Upon arrival at the Museum, bikers and members of the public will enjoy an afternoon of fun packed biker themed demonstrations, workshops and activities sponsored by some of the biggest names in the biking world.

Have a go at the 'tyre balance game' and find out about tyre safety with Bridgestone. The Institute of Advanced Motorists (IAM) and the Royal Society for the Prevention of Accidents (RoSPA) will be talking to bikers about advanced riding, with assessed ride outs available on the day. Savage Skills MPC Ural side car display team will be performing their unique display for visitors and Stratstones will be talking about all things bike maintenance to ensure bikers are ready for the road. Plus, there will be live music throughout the day adding to the festival atmosphere, a Moto Gymkhana and activities for families to get involved with including Kiddie Quadz.

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. 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.

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! For more information on Bike 4 Life Fest and a full schedule of the day's workshops and events visit [www.shropshirebikefest.co.uk](http://www.shropshirebikefest.co.uk) or to register for the ride out, please email [bike4life@rafmuseum.org](mailto:bike4life@rafmuseum.org). The festival will run from 10:00am to 4:00pm and visitors of all ages, not just bikers are encouraged to come along. 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.

Bikers can find out more information on the Midlands Air Ambulance by visiting their website [www.midlandsairambulance.com](http://www.midlandsairambulance.com) or for more information on the RAF Museum Cosford visit [www.rafmuseum.org](http://www.rafmuseum.org).

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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.

- **The event schedule for the day:**

**Forecast of Events (Timings may be subject to change)**

10.00 hrs - Bike Fest opens - Music from "Someone Else."  
 10.45 hrs - Savage Skills Mountain Bike Show.  
 11.30 hrs - Interview of Best in Show (IAM & RoSPA).  
 11.30 hrs - 'Bike 4 Life' ride out leaves on mass to RAF Museum Cosford.  
 11.45 hrs - Music from "Re-Covered".  
 12.15 hrs - "Bike 4 Life ride out arrives at RAF Museum Cosford.  
 12.30 hrs - Moto Gymkhana display & have-a-go.  
 13.15 hrs - Helimed interviews.  
 13.25 hrs - Savage Skills Mountain bike show.  
 14.00 hrs - Tyre balance game sponsored by Bridgestone.  
 14.15 hrs - Best in show winners "Display in the Arena".  
 14.30 hrs - MPC Ural Sidecar display team.  
 15.00 hrs - Third Band tbc.  
 15.30 hrs - Mountain bike display.  
 16.00 hrs – Bike Fest closes

**Workshops (Timings may be subject to change)**

10.30 hrs – Advanced riding IAM/RoSPA – SAMM & SAPAR.  
 11.15 hrs – Tyre safety from Bridgestone.  
 12.00 hrs – Emergency Biker Paramedic Mark Hayes.  
 12.45 hrs – First on scene – PC Mick Sturland, Paramedic Nigel Davies, First Aid Trainer Kelvin Jones.  
 13.30 hrs – Advanced Riding IAM/RoSPA (SAMM & SAPAR).  
 14.15 hrs – Bike Maintenance Stratstones.  
 15.00 hrs – Tyre Safety Bridgestone.

- 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](mailto: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](mailto:michelle.morgans@rafmuseum.org)  
 Jason Levy (Midlands Air Ambulance) on 0800 8402040 or [jason.levy@midlandsairambulance.com](mailto:jason.levy@midlandsairambulance.com)  
 Vicki Bristow (Safer Roads Partnership) 01905 331242 [victoria.bristow@westmercia.pnn.police.uk](mailto:victoria.bristow@westmercia.pnn.police.uk)  
 Mick Sturland (West Mercia Police) 07792 774058 [michael.sturland@westmercia.pnn.police.uk](mailto:michael.sturland@westmercia.pnn.police.uk)
- RAF Museum Cosford images & logo available at:  
<http://www.rafmuseum.org.uk/research/media-vault.aspx>