



Date: 31st January 2013

PRESS RELEASE

Bikers invited to start the season off in style

Bikers from Shropshire and the wider Midlands area are invited to start the season off in style on Sunday 21st April 2013.

A combined 'Bike Fest' and 'Bike 4 Life' event is being held at RAF Museum Cosford in support for two local charities - the Midlands Air Ambulance and Royal Air Force Museum. The two events are joining forces for the first time this year to provide bikers with the opportunity to attend the Bike 4 Life ride out but also spend time at the RAF Museum afterwards with Bike Fest. This biker event will feature various trade stands, bike dealers, arena displays, live music and the chance to have an assessed ride out from the Institute of Advanced Motorcyclists (IAM) and the Royal Society for the Prevention of Accidents (RoSPA).

The 'Bike 4 Life' ride out will start at Meole Brace Park & Ride in Shrewsbury. Bikers are invited to gather from 10am where they will be able to grab a nice warm coffee and a bacon bap before setting off. With bikers already signing up, organisers are expecting thousands will show their support on the day and join in the fun.

The ride out will travel on mass along the M54 motorway to the Royal Air Force Museum Cosford, where Bike Fest will be in full swing. The Safer Roads Partnership in West Mercia has joined up with West Mercia Police, IAM and RoSPA, Shropshire Fire and Rescue Service and Shropshire Council to organise the Fest, which will also be attended by VIP's from the biker world.

There will be workshops running all day offering talks into advanced riding, biker first aid, maintenance checks and a talk from Mark Hayes, Paramedic Biker from Channel 5's Emergency Bikers. Visitors can also explore various training opportunities that will be on offer, including free assessed ride outs from both IAM and RoSPA. Displays in the main arena will be going on

throughout the day, including an opportunity to meet the crew of Helimed03 Air Ambulance, along with live music and refreshments. The RAF Museum will also be open to visitors.

PC Mick Sturland from West Mercia Police says: "It promises to be a great day out for riders. It doesn't matter if you're thinking about buying a bike, just getting started, or have been riding for years and are an experienced biker there will be something there for everyone. Put the 21st April in your diary now so you don't miss the event!"

Entry to the 'Bike 4 Life Fest' is free for visitors and is open from 10am – 4pm. Bikers wishing to participate in the ride out are asked to register in advance by emailing bike4lifefest@rafmuseum.org or call the Museum on 01902 376200. Riders will be asked to make a donation on the day for the two local charities. All proceeds from the event will go towards the running costs of each charity. Midlands Air Ambulance needs in excess of £6million every year to operate and receives no government or national lottery funding. The RAF Museum Cosford proudly hosts a world class collection and funds raised will go towards the upkeep of the exhibits.

For more information visit www.shropshirebikefest.co.uk or call the event organiser on 07792 774058.

Ends.

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.

- 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 calling 01902 376200 or emailing bike4life@rafmuseum.org
- Midlands Air Ambulance Charity – Registered Charity Number 1143118 (formerly 1001064)
- Royal Air Force Museum – Registered Charity Number 244708
- Royal Air Force Museum Cosford, Shifnal, Shropshire, TF11 8UP
- Open daily from 10am
- FREE admission
- Photos and pre event interviews available on request
- For further information and all media enquiries please contact:
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
- RAF Museum Cosford images & logo available at:
<http://www.rafmuseum.org.uk/research/media-vault.aspx>