



MAAC113
7th January 2014

Get Into Gear For Bike4Life 2014!

Registration for the much-anticipated Bike4Life Ride Out and Festival, taking place on Sunday 27th April 2014, is now open, thanks to a brand new website, www.bike4lifefest.com, launched by the organisers, Midlands Air Ambulance Charity, RAF Museum Cosford and the Safer Roads Partnership.

Now in its fourth year, the Bike4Life Ride Out is the biking event to kick start the motorcycle season. In 2013, over 1,500 bikers took part in the 23 mile Ride Out from Meole Brace in Shrewsbury and headed to the Bike4Life Festival at RAF Museum Cosford. Thanks to the confirmed support from radio station, Planet Rock, the organisers expect 2014's event to be the best year yet.

Jason Levy, fundraising and marketing director for Midlands Air Ambulance Charity and chair of the organising committee, states: "Our new website really reflects the Bike4Life event, and I'd encourage bikers of all standards to log on and find out more about the Ride Out and the Festival, which is set to be a fantastic day out whether you're a fan of two wheels or not."

In addition to the Ride Out, the Festival attracts bikers, the local community and families alike and in 2014 will include arena displays, stalls, exhibitions, live music courtesy of Planet Rock, tutorials promoting biker safety, refreshments and more.

Entrance to the fun-filled Bike4Life Ride Out and Festival is free, but as the event also aims to raise money for the vital life saving work of the Midlands Air Ambulance Charity and the upkeep of the exhibits at the RAF Museum Cosford, general donations on the day will be greatly received.

Interested parties can find out more via the brand new website www.bike4lifefest.com or call the Bike4Life Festival team on 01902 376 252. Find us on Facebook by searching for Bike4Life Fest and follow us on Twitter via @Bike4LifeFest.

Bikers can find out more information on the Midlands Air Ambulance Charity by visiting www.midlandsairambulance.com or for more information on the RAF Museum Cosford visit www.rafmuseum.org. Further details about the Safer Roads Partnership can be found at www.srpwestmercia.org.uk

-ends-

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 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