



30 October 2014

Bike4Life Fest is back!

Registration for the highly-anticipated Bike4Life Ride Out and Festival is now open and next year's event, taking place on Sunday 26 April 2015 is set to be bigger and better than ever!

Bikers from across Shropshire and the wider Midlands area are invited to kick start the motorcycle season at the region's biggest biker event, now in its fifth year. In April 2014, over 3,000 bikers took part in the 23 mile Ride Out from Meole Brace in Shrewsbury and headed to the Bike4Life Festival at RAF Museum Cosford, near Wolverhampton. The one day event attracted over 8,000 bikers and enthusiasts from across the UK and organisers are anticipating even more bikers will turn out at next year's event and show their support for the event charity Midlands Air Ambulance.

With arena displays, stalls and exhibitions, biker tutorials raising awareness of road safety, live music supported by Planet Rock radio and much more, the atmosphere among the visitors is sure to be electric. It's a great day out for bikers, the local community and families alike, so what are you waiting for, get into gear and register your place at Bike4Life 2015.

Bikers wishing to participate in the 2015 Ride Out can register now via the Bike4Life Fest website www.bike4lifefest.com. Participating in the fun-filled Bike4Life Ride Out is just £5 per bike. Bikers wishing to participate in the ride out **MUST** have a full licence as the route to the RAF Museum Cosford will travel along the M54 motorway.

If you are heading straight to the Festival there is no need to register, just come along on the day. The festival will run from 10:00am to 4:00pm and visitors of all ages, not just bikers are encouraged to attend. Entry to the Festival is FREE but you will be encouraged to make a

voluntary donation, with all proceeds going towards the vital lifesaving work of the Midlands Air Ambulance Charity.

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

“Last year’s event was a huge success and next year is expected to be even bigger. The event is our biggest fundraiser of the year, raising over £30,000! This demonstrates what fantastic support we have from the biker community. We have big plans for 2015 so I would encourage all riders to register for the ride out immediately as you don’t want to miss out!”

Interested parties can find out more via the Bike4Life Fest website www.bike4lifefest.com or call the Bike4Life Fest team on **0800 8402040**. Keep up to date with all the latest event information by following us on: **Facebook Bike4Life Fest** or on **Twitter @Bike4LifeFest**.

The event is organised by three main partners. 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

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Notes to editors:

- Ride Out start point: Meole Brace Park and Ride, Shrewsbury, Shropshire SY3 9NB.
- Ride Out finish point and Festival: RAF Museum Cosford, Shifnal, Shropshire, TF11 8UP.

- 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 or victoria.bristow@westmercia.pnn.police.uk