



11th April 2014

Bike4Life event is set to entertain

With the cold wet 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 Bike4Life Fest on Sunday 27th April 2014. This huge biker gathering is in support of two local charities - Midlands Air Ambulance and the Royal Air Force Museum and with only two weeks 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 9:00am before departing on mass at approximately 11:30am, heading for the RAF Museum Cosford where the Bike4Life Festival will be in full swing. Upon arrival at the Museum, bikers and members of the public will enjoy an afternoon of entertainment including arena displays, demonstrations and activities sponsored by some of the biggest names in the biking world. Plus, there will be live performances from The Crimson Star, CURRAN, Sons of Icarus, Dante Fox and The Jokers on the Planet Rock stage between 12noon and 4.00pm.

Organisers are excited to have on board Steve Parrish, former motorcycle and truck racer who is now one of the leading British motorsport commentators. As one of the events star guests, Steve will be joining in with some of the arena activities, including comparing the tyre balance game sponsored by Bridgestone, where bikers can test their strength and be in with a chance of winning a set of Bridgestone tyres. Steve will also be interviewing the Skyzone race team, a British-based supermoto team fielding riders in both the British and World Supermoto Championships, all within the Festival arena.

This year bikers are invited to enter the Bike4Life Best in Show competition. Whether you're a proud owner of a sports bike, cruiser, tourer or even a scooter, if you think you've got the best bike in town, we want to hear from you. The competition will be judged by Steve Parrish and it costs just £5 to enter, with all the money raised being donated to the two event charities. Each bike category winner will receive a limited edition Bike4Life hoodie, road safety back pack, Buff snood, plus a star prize for each category winner. There will also be an extra special prize for the overall Bike4Life 2014 Best in Show winner.

Nina Mitchell, one of the event organisers from RAF Museum Cosford said:

"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. We are delighted that Steve Parrish is joining us on the day and his presence signifies what a great day out this will be for the bikers and wider-community alike."

Specially commissioned Bike4Life merchandise including biker snoods, hoodies and collectable enamel pin badges will be available to purchase on the day, or in advance via the Bike4Life Fest website, with all proceeds going towards the two event charities.

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! 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. The festival will run from 10:00am to 4:00pm and visitors of all ages, not just bikers are encouraged to come along. For more information on Bike4Life Festival or to register for the Ride Out please visit www.bike4lifefest.co.uk. Keep up to date with the latest news and event information by following us on Facebook – Bike4Life Fest or on Twitter @Bike4LifeFest.

The event is also in collaboration with Safer Roads Partnership and West Mercia Police who work tirelessly to promote road safety and to help reduce the number of road traffic collisions across West Mercia. 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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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.noon) or during the day for the Festival at RAF Museum Cosford between 10:00am and 4:00pm.

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

Bike4Life Festival Arena Timetable:

10:00 – Open event. Introductions.
10:05 – Extreme Mountain bike display team
10:50 – MPC Sidecar team
11:15 – Skyzone racing interviews/demo/IAM/RoSPA
11.30 – Moto Gymkhana demo
12:00 – Arrival of Ride Out
12:15 – Moto Gymkhana demo
12:45 – Moto Gymkhana have-a-go
13:30 – Tyre balance game sponsored by Bridgestone tyres
14:00 – Extreme Mountain bike display team
14:45 – MPC Sidecar display team
15:15 – Skyzone Racing interviews & demo
15:25 – Best in Show competition winner announced.
15:30 – Extreme Mountain bike display team finale
16:00 – Close