

3rd April 2012

Bikers raise thousands of pounds for local charity



Almost 1,000 bikers from across the Midlands took part in the Bike 4 Life Easter Run last weekend in aid of two local charities. Raising money for the Midlands Air Ambulance and Royal Air Force Museum, bikers travelled on mass from Shrewsbury Meole Brace park and ride along the M54 to the Royal Air Force Museum Cosford.

The day was a huge success, raising over £5,000 for charity with 952 bikers participating. Bikers paid a £5 per person donation to take part in the ride with money also being raised through the sales of Bike 4 Life t-shirts, plus generous donations from members of the public.

Jason Levy, Fundraising Manager for Midlands Air Ambulance said:

“The biking community are huge supporters of the charity. Sadly nearly 50% of the missions we attend are Road Traffic Collisions, and Bikers, as motorists, are some of the most vulnerable drivers. They understand the invaluable work the charity does and their support is a fantastic way to help raise the £6 million needed every year to remain operational.”

Hundreds of spectators turned out to see the mass of motorbikes and to show their support. Members of the public lined the bridges along the M54 motorway waving to the bikers as they passed with hundreds more welcoming them on arrival at the Museum. Following the ride, bikers enjoyed a day at the Museum, packed with entertainment including performances from a rock band. Photos from yesterday's event are now available for people to see on the Museums Facebook page in the 'Bike 4 Life Easter Run' photo gallery.

RAF Museum Cosford General Manager, Alex Medhurst said:

“The support we have received from the biking community has been outstanding. Hearing the bikers as they arrived at the Museum is truly breathtaking and seeing them is a visual spectacle. Everyone who took part in the ride and those who came to the Museum to watch had an enjoyable day. It was our busiest day of the year so far with over 4,000 visitors in total as the event coincided with the Shropshire Modellers' Show.”

Organisers are hoping that bikers who took part in the Easter Run will also support the 'Bike 4 Life Summer Run' taking place on Sunday 1st July 2012. The summer run will start at Birmingham Bees RFC Training Ground, J3 of the M42 and will once again travel on mass to the Royal Air

Force Museum Cosford. All proceeds from the event will go towards the running costs of each charity. For more information on the 'Bike 4 Life Summer Run' email bike4life@rafmuseum.org.

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Notes to Editors:

- Midlands Air Ambulance – 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 available on request
- For further information and all media enquiries please contact Michelle Morgans on 01902 376212 or michelle.morgans@rafmuseum.org
- RAF Museum Cosford images & logo available at:
<http://www.rafmuseum.org.uk/cosford/media-enquiries/downloads.cfm>