

20th June 2012

Fundraisers ride out to save lives

Sunday 1st July 2012

Bikers from across the Midlands are expected to show their support for one of the regions most imperative charities as they take part in the 'Bike 4 Life Summer Run' in aid of Midlands Air Ambulance. In collaboration with the Royal Air Force Museum, organisers have planned a unique and feel good day aiming to get people out on their bikes and having fun, whilst raising money for two great charities.

Taking place on Sunday 1st July, bikers are invited to gather at Birmingham & Solihull RFC training ground from 9.00am ready to depart at 11.00am. Around 1,000 bikers are expected to participate in the event which will take riders on a scenic route through parts of the West Midlands, Worcestershire and Shropshire, three of the six counties covered by Midlands Air Ambulance.

Over fifty percent of the airlifts attended by Midlands Air Ambulance are road traffic accidents, with 77 road incidents attended last month alone and over 37,000 missions flown since the charity began some twenty one years ago. The biking communities fully understand and support the essential work carried out by the Charity and how vital it is in saving the lives of motorists every single day.

Airlift survivor, Marcus Watkin from Shropshire was airlifted ten years ago after a motorbike accident. He spent six weeks in a coma and a year in hospital. Despite being in a wheelchair now he is a volunteer for Midlands Air Ambulance and is a strong supporter of Bike 4 Life. He said: *"I am here today because MAA was my saviour. Nobody likes to think they would need it but if you ever did, we need to make sure it can be there. Funding is vital to saving lives."*

With hundreds of bikers already registered, organisers are delighted with the early interest in the event and are confident that hundreds more will sign up. This 60 mile route will take riders on a picturesque journey before finishing at the Royal Air Force Museum Cosford where there will be entertainment for all the family including a rock band, fun fair, exhibitors and much needed food and drink!

Midlands Air Ambulance Fundraising Manager Stef Langford-Brown says:

"The Charity is fortunate to count on tremendous public support and good will, but never takes this for granted. Winning and keeping hearts and minds is an essential and constant challenge. That is why we regard our real 'helicopter heroes' as not only the flight and medic crews, but those often unsung ground heroes, our fundraisers."

Organisers are asking participants to make a donation on the day, with all proceeds from the event going towards the running costs of each charity. The RAF Museum Cosford proudly hosts a world class collection and funds raised will go towards the upkeep of the exhibits, whilst the Midlands Air Ambulance needs £6.5million every year to operate and receives no Government or National Lottery Funding.

For more information or to register for 'Bike 4 Life Summer Run' visit:

www.midlandsairambulance.com or email bike4life@midlandsairambulance.com

The media is invited to attend the event on the day - departing Birmingham & Solihull RFC training ground at 11.00am and arriving at the RAF Museum Cosford at approximately 1.00pm.

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Notes to Editors:



- To register for the event please visit www.midlandsairambulance.com or email bike4life@midlandsairambulance.org
- 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>