



Bike4Life Summer Run

1st July 2012

“Biking across the Midlands to save lives”

Calling all bikers!

Midlands Air Ambulance Charity is holding its annual summer ride out next month and is urging local riders to sign up and help save lives!

Riders itching to get on their bikes after the long winter do not have long to wait! Get revved up and ready on July 1st for the best ride out in the Midlands.

With hundreds of bikers already registered, organisers are hoping thousands will show their support again this year.

The ride out will start at Birmingham and Solihull Rugby Club (just off Junction 3 of the M42) and will ride out to the RAF Museum at Cosford - taking in some of the best biking routes through Worcestershire and Shropshire.

Each year this event is a roaring success and is one ride out no local rider should miss! With no motorways included in the route, the event is open to riders of all abilities. The event is also sure to be an incredible visual spectacle as the bikers make their way en masse to the Museum.

With a rock band, fun fair, entertainment and food at the end of the ride, this will be a summer biker party to remember. It is FREE to enter, you will just be asked for a donation of choice on the day.

Once registered, you will receive an email that includes instructions, times and confirmation of entry to the ride out. On the day of the event, you will be issued with the route map and a tag for your bike to confirm your place in the ride out.

Riders are advised to book their place early and to arrive from 9am on the day.

Midlands Air Ambulance Fundraising Manager, Stef Langford-Brown said: "Bikers have always been huge supporters of the charity. Over 50% of the airlifts we attend are road accidents and the biking community understand the work done by the charity is invaluable, saving the lives of motorists every day.

Bike 4 Life is a fantastic way to celebrate the relationship between the charity and motorcyclists in the region whilst also raising funds for both great causes.

All proceeds from the event will be split between MAA and RAF Museum, Cosford, to help towards the running costs of each charity.

MAA needs £6.5 million every year to operate and receives no government or national lottery funding.

Do something you love and help save lives! Sign up today!

Visit www.midlandsairambulance.com

Thank you in advance for all your support. Hope to see you there!

ENDS

- For media enquires please contact Katy.Meaney@midlandsairambulance.com or call 0800 8 40 20 40
- For more information please visit; <http://www.midlandsairambulance.com/fundraising.php?id=102>
- You can also follow us on Facebook, search for **Bike4life2012** and on Twitter **@Bike4life2012**