



***BBC Top Gear presenter Richard Hammond
makes surprise appearance at Prescott Bike Festival***



The fourth annual Prescott Bike Festival took place on Sunday 6 April 2014 in aid of the Nationwide Association of Blood Bikes and its member group, Severn Freewheelers. Despite the inclement weather, the event attracted several thousand visitors who enjoyed an action-packed day where rare classic, modern and famous motorcycles took to the historic hill, from Nortons, BSAs and Velocettes, to well-known superbikes such as Frankie Chili's 1998 Ex WSB Ducati 996, James Toseland's first WSS machine and David Jeffries' GSX-R1000 TT bike (courtesy of Mike West). In the paddock the Carlos Checa's MotoGP Ducati Desmosedici GP5 and Checa's 2011 WSB winning Ducati 1198 F1 were fired up at regular intervals.

BBC Top Gear's Richard Hammond also made a surprise appearance, arriving on a classic Norton Dominator motorcycle. It was his first visit to Prescott Bike Festival, and he spent several hours signing autographs and having pictures taken with fans. Richard said "as an honouree member of Bloodbikes, I am delighted to finally make it to Prescott Bike Festival and support such a fantastic cause".

Special guest appearances included: motorcycle adventurer Nick Sanders. Plus Tag Racing Team with British Superbike rider Richard Cooper and Superstock rider Shaun Winfield, BeWiser Kawasaki Superstock rider Josh Day and Skyzone Racing Supermoto Team riders Chris Hodgson, Jay Smith and Thomas Elam. Plus Isle of Man TT rider for Centurion Racing Team, Dan Cooper. Sadly MotoGP commentator Steve Parrish was unable to make it as his flight from the Isle of Man was cancelled due to the weather conditions. Steve a great supporter of Bloodbikes was incredibly disappointed not to attend, he will be presenting a cheque of £600 to Bloodbikes, from monies raised from the raffles that took place during his recent M.A.D tour.

The festival was also supported by many motorcycle clubs, trade stalls and dealers including those representing Ducati, Honda, Yamaha, Suzuki, Kawasaki, Enfield, Triumph, AJP, Harley, Victory, BMW and KTM. Speaking at the event Colin Bailey, General Manager of Bransons said "We have supported Prescott Bike Festival for the past four years; the event is a great place for us to showcase our business, whilst supporting a great charity".

Throughout the day there were demonstrations by the Scott Redding Mini Moto Academy, Dave Coates Stunt Show, Skyzone Racings' Chris Hodgson (current British Supermoto Champion), the NHCA Masters and the Classic 50cc Racing Club.

Prescott Bike Festival is becoming a firm fixture in the motorcycle event calendar, this year all 200 tickets for members of the public to "ride the hill" were sold out months in advance. Not surprisingly, passenger thrill rides in sidecars, Morgan Three Wheelers, Westfields, and Grinnall Scorpion sold out quickly too.

Off track, the paddock was crammed with bike displays, motorcycle trade stands and a host of entertainment with live music from UK hot rocking band, Josie and the Outlaws, and Road House Rooster, Chickenbone John and his custom guitars. In addition there were roaming actors from the UK Garrison, the world's largest and most accurate Star Wars costuming club, and, back by popular demand, the George Formby look-a-like from the motorcycle film, *No Limit?*.

In amongst the fun, there were serious messages too – Chris Harrison, Motorcycle Coordinator from Gloucestershire Road Safety Partnership said "Prescott Bike Festival is a prime place to get the Think Bike message out there to a large motorcycle audience. In Gloucestershire 84% of all motorcycle collisions involve another vehicle, and whilst it's hoped they will never be needed, we are handing out free crash cards. It's a scheme where a rider places a crash card inside their helmet providing emergency contact details for ambulance crews in case they are injured in an accident. So far we have distributed over 6,000 in the county".

Festival organiser, Gordon Downie, said, "Prescott Bike Festival raises vital funds for the Nationwide Association of Blood Bikes, it's the charity's biggest fundraising event of the year. We are hugely grateful to all the exhibitors, bike clubs, dealers, marshals, bands, celebrities, volunteers, sponsors and visitors who continue to support us and have helped make the event such a success. Whilst the weather forecast dampened the visitor numbers we hope all those joined us had a great day out, we certainly did!. Next year the festival will be held on Sunday 12 April".

Please find below a link to some high resolution photographs, all of which are captioned. Please can you credit photographers Geoff Robinson and Allan Rhodes (as specified in caption) if using them. Here's the link to the pictures to download:
<http://www.hightail.com/download/eINJa0ZZWlQxUUFkVU1UQw>

Notes to Editors:

About The Nationwide Association of Blood Bikes

The Nationwide Association of Blood Bikes is the umbrella organisation representing 24 regional blood bike charities, all providing a motorcycle based, free delivery service to the NHS; moving vital medical supplies, blood and pathology samples from medical centres and hospitals throughout the UK. NABB member groups are closely involved in the transport of frozen human milk from the donor to the milk processing banks. This has been a real lifesaver due to the necessity of very premature babies having intolerance to anything but human milk. Run entirely by volunteers, NABB member groups have over 1500 active members with a fleet of 120+ emergency response vehicles. All NABB riders are trained in the movement of medical essentials and operate from individual regional charities but with a common goal – to alleviate suffering and reduce the funding pressures on the NHS.

Severn Freewheelers is the regional Blood Bike group operating Gloucestershire, Hereford & Worcester and North Wiltshire. Over 70 volunteers help Severn

Freewheelers carry out a much-needed service. Severn Freewheelers runs three BMW R1200RTs, two Honda ST1300 and a Honda VFR1200, all are emergency response equipped and the members handle some 3,500 call outs per annum, covering 140,000 miles.

If you are interested in becoming a blood bike rider, please visit www.bloodbikes.org.uk

**Your contribution, however small, could save someone's life,
maybe your own**

For further details, please contact Rebecca on: 01452 260063, email:

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