



Prescott Bike Festival – Hailed Roaring Success

For Immediate Release:



Thousands of visitors flocked to Prescott Bike Festival on Sunday 12 April 2015 to enjoy an action-packed day where rare classic, modern and famous motorcycles took to the historic hill climb course, and visitors got to rub shoulders with a raft of celebrity bikers.

The event received huge support from special ‘biker’ celebrities this year including four times World Superbike Champion and ‘King of the Jungle’ Carl Fogarty (thanks to our friends at Oily Rag Clothing), former three times British Superbike Champion and Blood Bike ambassador John Reynolds, motorcycle adventurer Charley Boorman, best known for making an epic 20,000-mile journey across the globe by motorbike with with film star and close friend Ewan McGregor plus former World Darts Champion Andy Fordham and making a surprise visit was Hollywood actor Eric Bana, best known for playing ‘Hulk’ in the Marvel Comics blockbuster film. All our stars came free of charge and spent several hours signing autographs and having pictures taken with fans.

Charley Boorman said ‘this was my first time to Prescott Bike Festival and I didn’t quite know what to expect. It was really fun and one of the nicest biker meetings I’ve been too. It was exciting to ride such an historic hill climb course; every biker should come to the event and do it!’

The festival was 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 Simon Belton, UK Marketing Manager for KTM UK said ‘We are the only manufacturer that has supported Prescott Bike Festival throughout the five years; we see it as a great place for us to interact with potential customers, and for them to watch our racers putting the KTM’s through their paces on the hill. This year we were joined by racer Steve Plater, who thoroughly enjoyed himself. For the first time KTM provided test rides too, the location is beautiful and perfect for a ‘ride out’. What’s more the event supports a biker charity too.’

Throughout the day were demonstrations by Dave Coates Stunt Show, Skyzone Racings’ Chris Hodgson (British Supermoto Champion) and the NHCA Masters. Members of the public were able to participate in free test rides at the KTM Adventure Fleet Experience and passenger thrill rides in a Watsonian Squire Sidecar, a Morgan Three Wheeler, Grinnall Scorpion and a Triking 3 wheeler.

For the first time at Prescott we welcomed the MADMAX Race Team and their ‘Streetfighter’ Bike Madmax which took to the hill in spectacular fashion. The Madmax currently holds a land speed record for the World’s first jet turbine streetfighter street legal motorbike, having set a record of 224.9mph from a standing start. Racer Zef said ‘this was my first time to the event, and it was great fun and friendly informal atmosphere, I enjoyed blasting up the hill and chatting to fellow bikers that appreciate the engineering my creations. It’s also nice to put a smile on people’s faces, when they see the bike in action. I look forward to returning again.’

Off track, the paddock was crammed with bike displays, dealer zone, motorcycle clubs, demo areas, stunt show and hundreds of trade stands plus a whole host of entertainment with live music from UK hot rocking band, Josie and the Outlaws, roaming actors from the UK Garrison, the world's largest and most accurate Star Wars costuming club, biker celebrity appearances, and, always popular, the George Formby tribute act from the motorcycle film, *No Limit?* Entertained the crowds and took the 'Speed Demon' 1920 'Shuttleworth Snap' up the hill.

All proceeds from the event will go to The Nationwide Association of Blood Bikes and its local branch Severn Freewheelers.

Festival organiser, Gordon Downie, said, "Prescott Bike Festival is the charity's biggest fundraising event of the year. We are hugely grateful to all the exhibitors, clubs, dealers, marshals, bands, celebrities, volunteers, sponsors and visitors that continue to support us and have all played their part in making the 2015 event such a huge success. It's been our best ever festival in regards to visitor numbers, industry support and the weather! As a result of the event success we have introduced Shelsley Bike Festival, as a season closer, which will take place at Shelsley Walsh Hill Climb on Sunday 13 September".

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 five BMW R1200RTs and a Honda ST1300; all are emergency response equipped and the members handle some 4,000 call outs per annum, covering 150,000 miles.

For high resolution pictures of the event, please download from the link below. Please ensure that you credit photographers as per image file:

<https://www.hightail.com/download/UIRSanZpeFVUMFB2WnRVag>

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www.bikefestivals.co.uk

www.prescottbikefestival.co.uk

www.shelsleybikefestival.co.uk

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