

UKGSer Bike Girls ride fundraising baton for Breast Cancer Care



“Each GS girl rider is thrilled to be taking part in this unique relay challenge as it’s a great way of raising money plus the awareness of Breast Cancer and is seeking contributions or pledges from individuals as well as local business”

In September 2006, The UKGSer ‘Pink Way Around Britain’ - Relay Challenge will be attempted by a team of 12 girl riders on BMW GS bikes who will undertake a perimeter ride of approximately 3,000 miles around mainland Britain in three days to raise funds for the charity, Breast Cancer Care (BCC).

The ride itself is divided into 12 regional legs where each GS girl rider with support from two GS colleagues shall ride along a pre-determined route within their region before passing on a symbolic baton (in this case, a pink bra) to her colleague who then continues the challenge until they have circumnavigated mainland Britain.

The ride, will begin from Kings Lynn on Wednesday 6th September and move southwards in a clockwise route around Britain until they complete the final leg and finish at the UKGSer East Midlands rally in Leicester Saturday 9th September.

“Every pound raised does make a difference and the funds from this challenge will go towards ensuring that Breast Cancer Care can continue to offer vital support to women and men with breast cancer, along with their family and friends.”

Notes to Editor

- * Breast Cancer Care is a registered charity (number 1017658)
- * Anyone with breast cancer or breast health concerns can get free, confidential support and information from the Breast Cancer Care helpline on 0808 800 6000 or by visiting www.breastcancercare.org.uk
- * The UKGSer ‘Pink Way Around Britain’ - Relay challenge aims to raise £10,000.
- * Photo Opportunity for Local GS girl rider {insert name} is/is not available for interview. A contact number for {insert girl name} is {insert number} or by email {insert email address}.
- * In 1954, C. E ‘Titch’ Allen OBE BEM and founder of The Vintage Motorcycle Club (VMCC) completed a ride around Britain, which took him 12 days.
- * Issued on behalf of The UKGSer ‘Pink Way Around Britain’ - Relay challenge by Steve Dickenson. Telephone: 020 8755 2881