

CAROLE NASH URGES BIKERS TO BACK CHARITY RIDERS

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Carole Nash is urging bikers to back two charity rides being organised this summer in support of the Make-A-Wish Foundation and St. John's Ambulance.

The motorcycle insurance (<http://www.carolenash.com>) specialist has thrown its financial weight behind the One Way Round France and The Longest Day charity challenges. The company has become major sponsor of both events, providing much needed cash to fund logistics. Now it's asking bikers to dig deep to make a difference.

"These are two great events which aim to raise much needed funds for exceptionally good causes," commented Carole Nash's head of marketing Rebecca Donohue. "They also show bikers as the caring, compassionate, community minded souls we know them to be, in sharp contrast to the negative stereotypes some media seek to promote. We know times are desperately hard but if people can spare anything, no matter how small, then collectively we can make a real difference. Let's back these bikers, back biking and back two wonderful causes."

The Longest Day (<http://thelongestday.org>) kick-starts the fundraising on June 20th, taking advantage of the year's longest day to journey from Edinburgh to London by, of course, the long way. So far 34 riders have signed up for the 700-mile, 24-hour, non-stop challenge in a bid to raise £5,000 for Make-A-Wish which grants wishes to children and young people fighting life-threatening illnesses. The event will be a capital day out, starting as it does in Scotland's first city before journeying via Belfast, Dublin and Cardiff to London.

This year's event follows the success of The Longest Day 2008 which saw 40 adventure riders raising £15,000 for Macmillan Cancer Support after completing a gruelling, rain-drenched 970-mile journey from John O'Groats to Lands End.

Just six days later 12 bikers will embark on the One Way Round (<http://www.onewayround.com>), a 4,000 mile endurance ride kicking off in Wrexham. The doughty dozen will ride through the UK and then bike around the outside of France and back in a bid to raise £15,000 for St. John's Ambulance. Its organisers have welcomed Carole Nash becoming the event's biggest cash supporter noting its "large financial donation, plus ongoing marketing support" which has been pledged. Sponsorship is vital with two support vans among logistical demands of the challenge

Last year One Way Round raised £4,000 for the first aid charity after two riders completed a 3,000 mile trek around the outside of the British mainland.

For details on how to donate visit each event's website:

www.onewayround.com

<http://thelongestday.org>