

Cyclists NEEDED! Riding from Arch to Arc in aid of Kidney Cancer:

Submitted by: Full Portion Media (Administration)

Monday, 15 March 2010

The James Whale Fund for Kidney Cancer is excited to announce their annual bike ride, which will take a group of bike enthusiasts from Marble Arch in London to the Arc de Triomphe in Paris. The riders aim to raise in excess of £20,000 over this four day for the charity. The group will set off on June 24th, 2010 and will arrive four days later in the French capital. Riders from every age range and skill level will be taking part.

Sally Hewitt's partner Steve was diagnosed with advance stage kidney cancer in June 2009. To show her support for the charity Sally will be taking part in the bicycle ride in June. She said "I didn't own a bike when I signed up for this event, but it is certainly a charity close to my heart. Steve is only 40 years old and we have two children. The James Whale Fund for Kidney Cancer has been, and will continue to be a great support to us during these tough times. We need to spread the word about the importance of early detection and I think the bike ride is a great way to raise awareness of the disease. If Steve can manage it (the cancer has spread to his lungs), he will ride with us part of the way on his motorcycle."

Nick Turkentine, CEO of the Fund reported; "We are keeping the event fairly small this year so that's its manageable. But we've already had a tremendous amount of support and so many people have asked to join the ride. We hope in the coming years to be able to support hundreds of riders. This year, each rider has a fundraising target of £1000 which I think is a realistic goal."

Rose Woodward, Head of Patient Support at the Fund said: "Some of the riders have been personally affected by this devastating disease and so this ride represents something unique for them. They've battled this illness and won and are now able to give back and help future patients. This will be a powerful experience for them."

The money raised during the ride will go to help reduce the incidence of kidney cancer by increasing knowledge and awareness, and by supporting research into the causes, prevention and treatment of the disease. It will also help by providing a support network offering advice, information and encouragement to those who've been diagnosed with kidney cancer and their carers.

About the Fund: The James Whale Fund is the UK's leading kidney cancer charity and was set up in 2006 by the broadcaster James Whale who lost a kidney to cancer in the year 2000. Today James continues to lead a full and busy life, as do the majority of people who are diagnosed and treated early. Every year almost 7000 people in the UK learn that they have kidney cancer; that's over 16 people a day. And yet the condition – the eighth most common cancer among men – rarely attracts much public attention. Our mission at the James Whale Fund is to try and change that.

For more information about The James Whale Fund for Kidney Cancer please visit www.jameswhalefund.org or email Erin Woodward at erin@fullportion.com or call 0845 225 1500.