



**LEICESTERSHIRE**  
**FIRE and RESCUE SERVICE**

# **MEDIA OPPORTUNITY**

Issued on: Thursday 19 May 2016

## **FIREBIKE TAKES PART IN MOTORBIKE CHARITY RIDE**

**Saturday 21 May at 09:00hrs**  
**King Power Stadium**

On Saturday 21 May Leicestershire Fire and Rescue Service will be taking part in a charity motorbike ride in aid of Alzheimer's Research UK. Our new road safety resource, the FireBike, will be leading the ride on its first ever venture out on the roads, since it was launched on Tuesday 10 May.

The charity ride is anticipating a very good turnout with up to 600+ motorbikes expected to be taking part on the day. They will be meeting at the King Power Stadium (Leicester City Football Club's stadium) at 09:00 with an expected departure time of 10:30. They will be heading to Peterborough, stopping off at the Hillside Café at the bottom of Wardley Hill on the A47. From this point, they will have a police escort into Peterborough's embankment area where the charity ride will come to an end. The arrival of the riders is estimated to be between 12:30 – 13:00.

We are looking to the media to help raise the profile of this charity motorcycle ride on Saturday 21 May and are offering photography and filming opportunities, with the possibility of featuring one of our new road safety initiatives, the FireBike.

Where to find King Power Stadium:  
Leicester City Football Club, Filbert Way, Leicester, LE2 7FL

The organiser, Jas Sodhi, has set up a Just Giving page so people can make any kind donations in a show of support. To make a donation visit:  
[www.justgiving.com/Alzheimerresearchuk](http://www.justgiving.com/Alzheimerresearchuk)

**ENDS**

**Notes to editors:** Paul Speight, Watch Manager for Road Safety will be available at the start for any media work.

### **About the Service**

Leicestershire Fire and Rescue Service provides emergency response, prevention and protection services from 20 stations across Leicester, Leicestershire and Rutland. Its headquarters is based in Birstall, Leicester.

The Service's prevention, education, enforcement and inspection programmes have resulted in significant reductions in the number of incidents. In the last five years, fire related incidents have reduced by 32.6 percent.

During 2014/15, the Service attended 619 road traffic collisions, of which 155 were extrications freeing 194 people trapped inside their vehicles and completed 4316 home fire safety checks, fitting almost 4339 smoke alarms. Staff organised or supported almost 1590 events aimed at promoting fire and road safety and arson prevention, whilst also visiting 314 schools to deliver fire and road safety education to pupils.

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