



News Release

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New BikerDown Campaign - #DoltForDave

Leicestershire Fire and Rescue Service (LFRS) is proud to announce the launch of the #DoltForDave campaign, a collaborative initiative with BikerDown and the Road Safety Partnership. This important campaign, set to kick off on Tuesday 21 November, aims to raise awareness about motorcycle safety and highlight the life-saving potential of BikerDown courses.

Callum Faint, Chief Fire and Rescue Officer, says "I am incredibly proud of the dedicated efforts of our Service in providing life-saving BikerDown courses to the public. The commitment to community safety exhibited by our staff is truly commendable. The quick thinking and actions of Susie and others showcased the real impact these courses can have, saving lives like Dave's."

This is more than a campaign; it's a call to action. At its core is the inspiring story of Dave, a dedicated motorcycle rider who survived a cardiac arrest, thanks to individuals who had attended BikerDown courses. Dave's journey serves as a powerful testament highlighting the importance of acting quickly and using the invaluable skills acquired through these courses.

Dave has said, "The doctors have told me I shouldn't be here. Thankfully, Susie saved me. I hope this campaign encourages more people to attend a course and learn the skills that could save someone's life."

ENDS

Notes to Editors:

Interviews can be arranged through prior arrangement with Corporate Communications on the details below.

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.

During 2021/22, we attended a total of 8,259 emergency incidents, including 1,968 fires and 707 road traffic collisions. A total of 12,938 Home Safety Checks were completed and we fitted 3,546 smoke alarms. 233 schools were visited as part of the Service's schools programme, delivering fire and road safety education to 6,724 pupils.

The Service's prevention, education, enforcement and inspection programmes have resulted in significant reductions in the number of incidents attended.

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