



PRESS RELEASE

For Publication 27th November 2005

Milward Memorial Motorcycle Ride Launched At Motorcycle Show With Wide Support From Motorcycle World

An ambitious charitable motorcycle ride to West Africa in November and December 2005 will be showcased at the Motorcycle Show at the NEC in Birmingham. The ride, in memory of motorcycling humanitarian Simon Milward, aims to raise awareness of the charity Riders for Health (RfH). The run will also raise awareness of a new charitable organisation Motorcycle Outreach, which will be supporting a healthcare delivery project in Flores Indonesia. This project is based on the RfH model of motorcycle delivered healthcare logistics in developing countries

Simon Milward died in Mali, West Africa in March 2005. He was on the final stages of a round the world motorcycle ride in support of projects aimed towards using motorcycles for the delivery of primary healthcare services to the worlds poorest people. During stages of his journey, he worked closely with Riders for Health and co-founded a project on the Indonesian island of Flores called Health for All. The project is based closely on the RfH model and delivers primary healthcare by motorcycle to over 55,000 people.

Two riders will undertake the memorial run, which will visit the RfH centre in The Gambia, West Africa. Craig Carey-Clinch and David French are both experienced long-distance motorcyclists who will be making their second motorcycle trip to Africa.

The motorcycle run will also raise awareness of a new charity, Motorcycle Outreach, which will be launched at the International Motorcycle & Scooter Show at the NEC on October 27th. MoR has been established firstly to raise financial support for the Flores project. Secondly, MoR is the continuation of Milward's vision to take the RfH model of motorcycle delivered healthcare logistics

to new developing world countries. MoR will work closely with Riders for Health to achieve this aim.

The run has attracted strong support from sections of the motorcycle community and is supported by BMW Motorrad, who have provided two motorcycles for the journey -- the exceptional F650 GS Dakars, plus two Rallye2 suits.

In addition, Metal Mule, manufacturers of quality hard luggage systems for adventure motorcycling have supplied full sets of hard luggage for both motorcycles. The Motorcycle Action Group (MAG) have also offered major sponsorship support, along with Intaride Communications, and Scottoiler among others.

Additional support has come from 'Long Way Round' stars Charley Boorman and Ewan McGregor. Charley said "When Ewan and I researched the Long Way Round, we found Simon's trip to be a real inspiration. When we planned the Road of Bones section of the journey, we corresponded with Simon and his experiences were really very helpful to us both.

"We're both very sad that he's gone and it's fantastic that the run is going ahead and that his vision and work will survive in the form of the new charitable organisation Motorcycle Outreach. The thoughts of both of us will be with you while you are on the run to Africa."

The run will feature as part of the Motorcycle Outreach stand during the Motorcycle Show at the NEC, with Craig and Dave scheduled to leave for Africa on November 10th, returning before Christmas.

ENDS



Notes to Editors

1. The motorcycle run and Motorcycle Outreach will be launched at 2pm on October 27th at the Motorcycle show, Stand T289, Hall 18
2. For further information please contact Craig Carey-Clinch on 07979 757484. craig@alamhome.co.uk. Full details about the motorcycle run and its aims can be emailed upon request
3. For further information about Simon Milward and his Millennium Motorcycle Ride, please visit www.millennium-ride.com
4. For further information about Motorcycle Outreach, please visit www.motorcycleoutreach.org
5. A high res version of the photo featured in this release can be obtained from craig@alamhome.co.uk
6. Supporting Organisations

BMW Motorrad
Vines BMW (Guildford)
Metal Mule
Intaride Communications
Scottoiler
Motorcycle Action Group UK
Cane and Abel Consultancy
Rowan Public Affairs
BikeCameras.com
Inter-Com Translations
Motorcycle Industry Association
The Fabulous Biker Boys

Other Related Links

<http://www.riders.org/en/html/home.php>

<http://www.bmw-motorrad.co.uk/gb/en/index.html>

<http://www.scottoiler.com/>

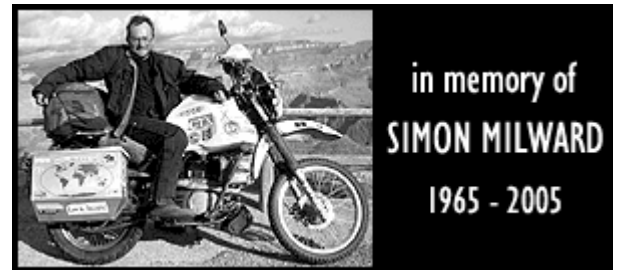
<http://www.intaride.com/>

<http://www.metalmule.com/>

<http://www.riders.org/en/html/>

<http://www.mag-uk.org>

<http://www.bikecameras.com>



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