



News Release

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Beer we go, beer we go

Royal British Legion's Annual Bike-to-Brussels Challenge

Now in its fifth year, Bike-to-Brussels is a city-to-city cycle rally, ideal for all keen cyclists – from relative beginners to seasoned hands. The Royal British Legion is looking for people willing to raise money for the Poppy Appeal by taking part in the unique three-day ride.

Bike-to-Brussels gives participants the chance to keep fit and have fun, while making new friends (and drinking beer!), and all the time raising much-needed money for the Legion's Poppy Appeal.

The 225-mile trip from Dulwich, South London to Brussels already has a reputation as one of the best-organised, most enjoyable charity rides around. The experienced Legion road crew looks after all participants and ensures they have great fun completing the ride. Riders always make new and firm friends and, despite the mouth-watering free food and drink provided by villages en route, each rider definitely returns feeling fitter and ready to take on any challenge!

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The Legion is asking all riders to raise a minimum of £400 in sponsorship for the work of The Royal British Legion's Poppy Appeal. The entrance fee of £330 covers ferry crossings and return travel, accommodation, lunch and refreshments enroute, technical support, physiotherapy and holiday insurance.

For details and to reserve a place, contact Nick Hanmer on 020 7973 7285 or email nhanmer@britishlegion.org.uk.

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Notes to Editors:

1. **Bike to Brussels** is one of three charity rides being organised by The Royal British Legion in 2003. Since it's introduction in 1998, Bike-to-Brussels has raised in excess of £250,000 for the welfare of ex-Service men and women and their families.
2. **The Royal British Legion** is Britain's leading ex-Service charity protecting the interests, welfare and memory of ex-British Service people and their families and dependants since 1921. Some 13 million people - of all ages - are eligible to approach the Legion for support.
3. **The work of the Legion** is funded through the Poppy Appeal and the donations and sponsorship of individuals, groups and businesses which support its aims. In 2001, the Poppy Appeal raised a record total of £21.5 million and the Legion aims to raise an even greater total from the 2002 appeal.

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