

PRESS RELEASE

Issue date: Thurs 21 May 2015



HILLS, LOOPS AND HAIRPIN BENDS: ANNOUNCING THE 4TH ANNUAL SPM PRINT CHARITY CYCLE

The annual SPM Print charity cycle to help the Freddie Farmer Foundation will be held May 28 to June 4 2016.

The ride is being organised by Dean Keable and Joe Willis with backup from Phil Yardley at SPM Print in Bermondsey and both Dean and Joe are urging cyclists to join them for the challenge.

The Freddie Farmer Sa Colobra Cycle Challenge will be held across some of the best hairpins, loops, hills and mountains in Mallorca. There is a choice of routes so there are rides for cyclists of all abilities.

Dean says: "We are all mixed cycling abilities and newcomers are especially welcome, all we ask is that you raise a minimum £250 for the charity and pay your own travel expenses for the trip.

"Everyone pays their own expenses so all money raised goes direct to the charity in return for backup and the promise of a great time. This really is a group of friends coming together to enjoy some great cycling and share a few stories."

Last year's ride saw more than 20 cyclists come together to share the challenge in Germany through Holland and Belgium, and raise a fantastic £26,000 for the charity. The first SPM Print charity cycle in 2011 went from London to Paris, and the second was from London to Amsterdam.

Every year the ride has grown and every year the fundraisers have raised more and more money for the charity.

"Our aim is to raise money, awareness and hope for children like Freddie," said Dean. "We are not professionals, just friends who want to help, but we do our best so that everyone has a good, safe experience, and the charity benefits 100% from our efforts."

Charity officer, Karen Smith, said: "All of us here at Freddie Farmer Foundation are so grateful for SPM's support, helping to raise our profile, and helping to fund the work we are doing to help disabled children and young people in our community."

To find out more about the SPM Print charity cycle, please call Dean on 0777 615 4603, email dean@spmprint.com or visit www.deankeable.wix.com/freddiechallenge

ENDS

NOTES TO EDITORS

For more information, image or interview requests, please contact Carol Ann Walters on 020 8289 0460, 07780 703 600 or email carol@cawpr.co.uk

ABOUT FREDDIE FARMER FOUNDATION

The Freddie Farmer Foundation physiotherapy centre opened in April 2015 to provide intensive physiotherapy programmes for disabled children. The centre is one of a handful of independent UK therapy centres offering specialist equipment and therapeutic exercises, supporting disabled children from all over London and the South-east.

To find out more about Freddie Farmer Foundation, please visit www.freddiefarmerfoundation.org.uk