



The Way Ahead Rideout.

Be a part of it on the 5th July 2009



Supporting the RMCH
Children's Clinical Neurosciences Fund

**"I'm supporting 'The Way Ahead Rideout'
Together we can help make a real difference
for children with Acquired Brain Injury"**

Carl Fogarty MBE 4 Times World Superbike Champion

A brain injury can have a long-lasting consequences for many children, young people and their families. The term acquired brain injury (ABI) is used to describe the effects of an accident, injury, infection or tumour on the brain. For many children such as Dale, the expert help of a multidisciplinary and wide reaching team of health professionals is needed to help their recovery. Despite this many children are left with problems that can affect their balance, movement and memory, but also difficulties with attention and behaviour that can seriously limit their potential for learning and developing relationships, both at school and in future life.

We desperately need to get research started to help these problems and to do this across all areas will cost over £300,000. With your help we hope to make a real difference to the lives of children with ABI in the North West.

We're mobilising North West bikers and scooterists to raise sponsorship by riding from the iconic 'Ace Cafe' in London on Sunday the 5th July 2009 to the Royal Manchester Children's Hospital. It's a wonderful opportunity for people in the UK Bike Trade to connect with their target audience whilst doing something really worthwhile through sponsorship!

We can't do this alone and are relying on your financial support.

We're looking for sponsorship.

In return for your sponsorship you'll get professionally handled publicity of the event on a North West and National level.

As far as levels of sponsorship are concerned we're looking to put together creative deals with our potential sponsors ensure they get the best return on their investment.

For sponsorship opportunities contact:

Dr Eddy Estlin : 0161 922 2950

Steve Bridgeman: 0161 962 2030

or email: dreddy@thewayahead.org

www.thewayahead.org



Dale and his dad gear up for 'the way ahead' ride out