

## ***Press release: Motorcycle Action Group (MAG)***

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### ***Birmingham bikers celebrate all that is good about motorcycling***

This weekend marks the 40<sup>th</sup> Anniversary of The Motorcycle Action Group's "Brum Demo", organised by its West Midlands region. This year's event in particular hopes to celebrate all that is good about motorcycling and the recognition that has been given in the latest Transport Plan to the positive part that Powered Two Wheelers (PTW) play.

Eddie Lowe, MAG West Midlands Regional Rep, said: "PTW make a positive contribution towards solving many of the problems facing the transport policy makers in the West Midlands, and indeed the whole country. PTW help to reduce congestion, reduce emissions, use less space for parking and provide more predictable journey times, whilst being a more affordable mode of transport".

This year's event will launch a good-natured Slow Riding competition that will also help get the safety message out to younger riders. MAG is holding the competition (set up and run by Redditch Motorcycle Training) to find a Slow Riding Champion, with riders drawn from professional Police and Fire Service riders and riders from the general public. "We welcome everyone, motorcyclist or not, to come and enjoy the spectacle" said Eddie Lowe.

The Brum Demo run will depart from The Old Hare & Hounds, Rednal at 1.00 pm this Saturday 2<sup>nd</sup> July, taking in Longbridge, Northfield, Selly Oak, Five Ways Island, Broad Street, Paradise Circus, along the ring road to Haden Circus Highgate and Pershore Road finishing at Cannon Hill Park for the slow riding challenges.

Mindful that motorcyclists are classed as Vulnerable Road Users (VRU), West Midlands Fire Service, West Midlands Police and Birmingham City Council will be on hand at Cannon Hill Park to provide information and advice regarding staying safe on two wheels.

MAG extends a warm welcome to all, whether riders or not, to come along and enjoy the event. Visit <http://www.mag-uk.org/en/eventslist>

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