

12th October 2010

FUNDRAISERS FROM THE GEORDIE CHAPTER OF THE HARLEY OWNERS GROUP GO PINK TO HELP IN THE FIGHT AGAINST BREAST CANCER

Charity fundraisers from Newcastle are planning to Go Pink this October to support the pioneering charity Cancer Research UK during Breast Cancer Awareness Month. The charity supporters are raising vital funds for breast cancer research by having a Pink Ride on Sunday 17th October.

Starting at Newcastle Harley-Davidson based on the Silverlink, Wallsend at 10.30 we are expecting another huge turnout from the Chapter, with everyone wearing pink, including the Harley's, the more outrageous the better. Last year 70 bikes took up the challenge and £500 was raised on the day. The Geordie Chapter in conjunction with Newcastle Harley-Davidson® raised over £17,700 towards a special ultra sound scanner for Newcastle RVI Breast Cancer Unit. The idea came about, after our Chapter Director had a chance encounter on holiday when she bumped into a Breast Cancer Surgeon who had operated on her friend 13 years ago.

Debbie Polwarth who is organising the event in Newcastle says: "Supporting Breast Cancer Awareness is so important because everyone knows someone who has been affected by the disease. *Several people within our group have been affected one way and another and I felt as Ladies of Harley Officer we should try and do as much as possible to support Breast Cancer Awareness.* We're really looking forward to Going Pink this October and raising money for Cancer Research UK."

Breast cancer is the most commonly diagnosed cancer in the UK and nearly 1,000 women die of the disease each month. Cancer Research UK is leading the fight against the disease by developing new treatments, raising awareness and campaigning for better services for patients. Money raised from the Go Pink fundraising campaign will be spent on this vital research, campaigning and education work.

ENDS

For more information on the Geordie Chapter's event in Newcastle, e-mail Julie Horsfield, Director of the Geordie Chapter, on director@geordiehog.com or Debbie Polwarth, Ladies of Harley Officer, on ladies-of-harley@geordiehog.com.

Photo and video opportunities will be available at Newcastle Harley-Davidson® between 10:00 and 10:30 and again at The Raby Inn, Hart Village, at approximately 14:30. Participation of the Press is encouraged, and pillion passengers will be welcomed.

For further information on Breast Cancer Awareness, please contact Cancer Research UK.

Notes to editors:

About The Geordie Chapter:

- The Geordie Chapter was established in 1997, is an official Chapter of the Harley Owners Group, and is sponsored by Newcastle Harley-Davidson®.
- Although based in Newcastle upon Tyne, the Chapter covers the area as far north as the Scottish border, as far south as Teesside, and as far west as the Cumbrian coast. The Chapter also has a number of ex-pat members dotted around the world.
- The Chapter supports numerous charities and has raised over £20,000 pound for local charities this year. Most recently over £2000 was raised for the Great North Air Ambulance in a 24 hour period.
- For more information on the Geordie Chapter please visit our website <http://www.geordiehog.com>.

About breast cancer:

- Breast cancer is the most commonly diagnosed cancer in the UK – nearly 46,000 women and around 300 men are diagnosed every year.
- Breast cancer accounts for nearly 1 in 3 of all female cancers and one in nine women in the UK will develop breast cancer at some point in their lifetime.
- More than 1,000 women die of breast cancer every month in the UK.
- The good news is that more women than ever in the UK are surviving breast cancer thanks to better awareness, better treatments and better screening.