



Dear

Join us on our annual London to Brighton Cycle Ride and use your pedal power to support Perennial!

Thank you for requesting a Do it for Charity London to Brighton Cycle information pack. This pack provides you with everything you need in order to take part including location, date of the event, where you can head to for vital fitness, kit and fundraising advice and, most importantly, how you can get involved!

Over 4,000 cyclists are expected to take part in the iconic ride whilst raising funds for extraordinary charities across the country, and now you can join them!

This is a day you will never forget and with a delicious **free** buffet lunch, trained mechanics, clearly marked route (no map needed!) and much more included – what are you waiting for?! Claim your place today and join us on the annual Do it for Charity London to Brighton Cycle for Perennial!

Kind Regards

Katy Frawley

Do it for Charity
UK Events Manager



www.doitforcharity.com
0207 424 5233





Leave the buzz of the city behind and join your fellow cyclists as you face the challenge of a 54 mile journey on two wheels on the iconic Do it for Charity London to Brighton Cycle! Thousands of people are expected to take part raising funds for their chosen charity and now this is your chance to be a part of it!

You will start the challenge from Clapham Common, travelling through idyllic country lanes as you ride through Mitcham, picturesque Carshalton, Chipstead, Banstead, Haywards Heath and finally finish on the colourful and bustling Brighton seafront!

No previous experience is required and with a bit of training, completing the event should easily be within your capabilities! Plus, with our training and fitness advice we expect you will be saddle-ready in no time at all. The spirit of the event is 'taking part' not 'winning' so you can go as fast or as slow as you like!

All you need to do is pledge to raise £150 for Perennial and reserve your place by completing the enclosed registration form. Alternatively you can register online at www.doitforcharity.com. Perennial is counting on your support!

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When and where?

The Do it for Charity London to Brighton Cycle will take place on Sunday 17th September 2017 starting from Clapham Common. Registration will open from 06:30 to 09:30, further details will be sent to you nearer to the event.

What's included?

- Your entry will include a **free** buffet lunch
- You will automatically be set up with a Do it for Charity fundraising page when you sign up so you can get started right away!
- Training guidance
- Mechanical support and crew, so no need for any puncture panic!
- Medical support
- Fundraising support
- Water stops en route
- Full route signage, so you can leave your map at home!
- Event Facebook page, so you can interact with fellow cyclists before and after the event
- Rider number and information pack sent prior to the day
- Optional return transport back to London
- Dedicated events team, who are on hand with advice and to answer any queries
- A medal when you race through the finish line!

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How fit do I need to be?

Hundreds of thousands of people take part in similar cycles every year - many of them for the first time. It's therefore perfectly achievable for the 'average' person to take part in this event but in order to maximise your enjoyment we do recommend you do some training! Help is also on hand in the form of the www.doitforcharity.com fitness pages where we give you a sample training plan – Perennial will also be able to give you help and support.

What kit will I need?

Take a look at our recommended kit list [here](#) – most importantly, you will need a bike and a helmet, it's as simple as that!

Don't forget to join the hugely popular event [Facebook page](#)! You can get to know your fellow cyclists ahead of the trip and if you're on your own you will probably find other solo cyclists to cycle with! Our Facebook page is also a great place to get lots of tips and advice on the ride from more experienced cyclists!



Most charities will ask you to raise a minimum of £150 if you are taking part in the Do it for Charity Cycle Ride. As you know, these funds are incredibly valuable to Perennial and we are here to support your goal of achieving your target!

You can take a look at some of our fundraising tips and ideas [here](#) to get you started! Reaching your target is easily within your capabilities and with a little imagination and motivation you should have your £150 in no time! Perennial will also be on hand with advice to ensure you reach your goal.

Your own personal www.doitforcharity.com/give fundraising page will be automatically created for you when you first sign up so people can donate online for your cause.

What do I need to do next?

Simply complete the enclosed registration form or register online. As long as you commit to raising the minimum sponsorship Perennial will be delighted to have you cycling on their behalf!

RESERVE YOUR PLACE TODAY!

**www.doitforcharity.com
0207 424 5233**



Registration Form

Please complete this form and return it to the address below as soon as possible – places are extremely limited so it's important that you book early to avoid disappointment! Please also provide your £45 registration fee cheque (payable to 'Skyline') or credit card details (see below).

London to Brighton Cycle Ride, Sunday 17th September 2017

Choose your charity _____

How did you find out about this event? _____

First Name _____ Surname _____

Address _____

_____ Post Code _____

Email Address _____ Company _____

Tel No. (Day) _____ Tel No. (Other) _____

(Please specify as this will be our primary source of contact)

Male/Female _____ Date of Birth _____

I enclose a cheque payable to 'Skyline'

Please charge my Visa / Mastercard / Delta / Switch with the £45 fee as follows:

Card Number	Valid From	Expiry Date	Issue No (switch)
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	____ / ____	____ / ____	____

IMPORTANT: I confirm that I have read the Booking Terms & Conditions, Medical Restrictions and Important Notice overleaf (if these are not listed overleaf please call 0207 424 5533 to request a copy) and I understand and agree to be bound to those terms and conditions and to comply fully with the same.

Please note - the Booking Terms & Conditions, Medical Restrictions and Important Notice overleaf need to either be printed on the reverse of this sheet, or attached securely to this form.

Signature _____ Date _____

Tick here if you do not wish to receive details of other offers from either the charity or other organisations

Please complete this form and return it to: c/o Do it for Charity, 31 Corsica Street, London N5 1JT

For office use only

Cheque Name _____ Cheque Number _____

PNN 07C

London to Brighton 07C

www.doitforcharity.com
0207 424 5233



Please read all sections of this page carefully before signing the declaration below

Booking Terms and Conditions

1. By paying the registration fee you are registering your place on a Do it for Charity Cycle event for your chosen charity and undertaking to raise £150 minimum sponsorship for such charity
2. All registrations fees are non-refundable. However you can transfer your place to another cyclist at any time up to a week before the event by calling us on 0207 424 5533
3. The minimum age for participants is 16. Those under 18 will need a letter of parental consent.
4. Precise dates and venues were correct at time of going to press but are subject to change
5. Photography and filming may take place at this event to be used for promotional material. Please inform Skyline or a member of staff on the day of the event if you do not wish to feature

Medical Restrictions

You should be suitably fit to take part in this event and you are strongly advised to undertake some training. If you have any doubts about your ability to take part including without limitation having pre-existing medical conditions you should contact your doctor to seek advice.

By participating in this event you give full permission for any medical details that may collected by the medical provider(s) to be shared with Skyline Events.

Important Notice

Road cycling is an active sport and participation in such sports necessarily involves a risk of injury or death regardless of the standard of the organisation of the event you are taking part in. I voluntarily accept all the risks inherent in this event and I agree for myself and my personal representatives to indemnify and hold harmless Skyline Promotions Ltd against any claim or claims whether on my own account or from third parties arising out of any accident or incident resulting in any loss or damage (including bodily injury and death).

I confirm I have read all the above sections marked Booking Terms and Conditions, Medical Restrictions and Important Notice, and I understand and agree to be bound to those terms and conditions and to comply fully with the same.

Name _____

Signature _____

Date _____