



## Join My Prudential RideLondon to help save the UK's charities!

Dear Supporter

We're inviting you, your family and friends, to get on your bike – or scooter, skateboard, trike, tandem, penny farthing, unicycle – **to fundraise for Max Appeal** as part of a campaign to help save the UK's charities.

The Covid-19 pandemic has had a devastating impact on charities, with the UK charity sector facing an estimated £10 billion shortfall in funding. **Max Appeal** is no exception, as we have seen our income drop over the last six months and many of our fundraising events cancelled.

Thousands of fundraising events across the country are cancelled, including Prudential RideLondon: the world's greatest festival of cycling, which has raised more than £77 million for thousands of charities since it began in 2013.

While it can't go ahead as planned this year, we are keeping the wheels moving and celebrating the festival weekend of 15 and 16 August with a virtual event: My Prudential RideLondon.

Its aim is to inspire and engage everyone, of all ages and abilities, to get on their bikes, scooters, skateboards, trikes, tandems, penny farthings, unicycles – in fact any form of non-motorised wheeled transport! – to raise much-needed funds for their favourite charities.

### We'd love you to be a part of it – just follow these four simple steps:

1. Register: visit [myridelondon.co.uk](http://myridelondon.co.uk) and select your challenge. There are three cycling distances to choose from, or you can invent your own My FreeCycle wheeled challenge over 1km.
2. Fundraise: set up your fundraising page and let people know you're supporting us so they can sponsor you.
3. Participate: set your wheels in motion and complete your challenge anywhere, at any time, over the weekend of 15 and 16 of August!
4. Nominate: encourage your family and friends to take part and help save the UK's charities. Spread the word on social media too by using the hashtag #MyPRL when posting about the event.

You'll find more information, ideas and inspiration, as well as advice on staying safe and cycling responsibly on the road, at [myridelondon.co.uk](http://myridelondon.co.uk). It would be wonderful if you email us at [info@maxappeal.org.uk](mailto:info@maxappeal.org.uk) to let us know you have registered.

We hope you'll be part of the world's biggest festival of cycling to support **Max Appeal** and help save the UK's charities.

Best wishes

Chair of Trustees Max Appeal