

British Skin Foundation

PRESS RELEASE

Can you help us cycle halfway around the World?

For immediate release

If you like the sound of cycling almost cycling halfway around the world, you may want to take part in the London to Brighton cycle challenge this October.

The skin disease research charity the British Skin Foundation (BSF) is looking for 200 keen cyclists to take part in this challenge event, which, once completed, will equate to a distance of 17,377km covered by everyone in the group. Roughly speaking this is the same distance as a half the earth's circumference – not bad for a Saturday morning effort.

The one day challenge on Saturday 1st October is ideal for those who enjoy the great outdoors and a spot of fresh sea air. The inaugural BSF event will start in the capital, wind its way through some pretty countryside and finish at the coast - just in time for a well deserved ice cream in the sun and a visit to the famous Brighton Pier.

You'll be joined by 200 other cyclists on the day, so if weekends mean losing yourself in the New Forest or you're a Boris Bike novice, there'll be people of all ages and abilities taking part in the big event too. For those of those of you who prefer to take in the scenery and enjoy what the South of England has to offer, this is an ideal way to do just that and for a great cause too.

As a leading charity dedicated to raising funds for skin cancer and skin disease research, the money raised by participants in this year's London to Brighton cycle challenge will go directly into studies looking at a variety of skin diseases and the ways to possibly cure it. With two people a day in the UK being diagnosed with skin cancer in the 15 to 35 age range, the problem of skin disease is a growing issue. This year's cycle challenge will play a role in the skin cancer research of the future.

The event comes in the midst of the charity's attempts to urge cyclists to take care of themselves when out riding in the summer sun. Bevis Man of the British Skin Foundation says: "Spending long days in the saddle will likely mean cyclists are out in the sun when it is at its strongest, generally between 11am and 3pm, so cyclists need to protect themselves from sunburn and skin cancer at a later stage.

"The cut and style of cycle clothing means there are often large parts of the body exposed to the sun, so make sure you use a sunscreen with a SPF of 30 or higher. Ideally it would have a high level of UVA protection, so aim for anything with four stars or ideally five. Allow 15 to 30 minutes before heading out on the bike for the sunscreen to dry, and re-apply frequently once you're out, as sweating and wiping sweat

can remove up to 80% of the sunscreen on your skin. It might be a pain to stop and do this, but the risk of developing skin cancer is simply not worth it.

“Also pay attention when applying sunscreen to the areas that a lot of us miss. Thighs, the backs of the neck and the ears are prime examples of areas frequently missed when applying sunscreen. Thighs need extra attention too, as they are typically one of the most exposed areas of the body in cyclists,” he says.

To take part in this exciting event, all we ask is that you pay a £25 registration fee and aim to raise at least £150. Simply call 020 7424 5532 to register. For more information about the event please contact Kelly on 020 7391 6088 or email kelly@britishskinfoundation.org.uk.

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For more information about the cycle challenge, contact Bevis Man, Press Officer at the British Skin Foundation. T: 0207 391 6347 E: bevis@bad.org.uk W: www.britishskinfoundation.org.uk

The British Skin Foundation (BSF) is a charity committed to raising funds for skin disease research. 100% of the money raised for the charity goes back into funding vital research. Over the last four years, the BSF has awarded in excess of £2.7 million to numerous studies that aim to find new treatments and eventually cures for the many skin diseases in the UK.