

## Press release

### An Old Bloke On An Old Bike raising money for Alzheimer's Society



Steve Pudney is a professor at the University of Essex, who has decided to mark the occasion of his 65<sup>th</sup> birthday by cycling from Land's End to John O'Groats, to raise money for Alzheimer's Society. He'll be doing the ride on a restored bicycle that's the same age as he is - a 65-year-old bloke, riding a 65-year-old bike 65 miles a day, and aiming to raise 65 hundred pounds for charity.

He has a website and blog, [oldblokeonanoldbike.com](http://oldblokeonanoldbike.com), that tells the story of the restoration of the bike using 1950s vintage components, and will carry updates on progress after the ride begins on June 12<sup>th</sup>.

Steve says: "Many people still regard a sixty-fifth birthday as the beginning of old age and incapacity. They're wrong! I want to mark this personal event in a way that emphasises the capabilities of older people but also does something to help those people who do face disability in later life."

"Dementia is a disability that causes terrible suffering for many older people and their families. It also generates enormous costs of long-term care for the rest of society. We all stand to gain from progress in the treatment and care of dementia. I want to appeal to everyone who visits this blog to consider sponsoring this effort through a donation, small or large, to Alzheimer's Society. You can do this by visiting our JustGiving page. Please help us to reach our target of £6500."

"I've had great fun restoring the bike, starting from a frame that was built by a firm called Ellis-Briggs at the start of the 1950s. It is quite similar to the bike that Ken Russell rode to win the 1952 Tour of Britain. That achievement by the one-man Ellis-Briggs team was probably the last time that a major road race was won by a rider without team support. Ellis Briggs are still in business, building beautiful bikes in Shipley, West Yorkshire. I'll be stopping there to visit them – on June 20<sup>th</sup> if all goes to plan."



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**Links:** Steve's blog: [oldblokeonanoldbike.com](http://oldblokeonanoldbike.com)  
Steve's JustGiving page: <https://www.justgiving.com/oldblokeonanoldbike/>  
Ellis Briggs Cycles: <http://www.ellisbriggscycles.co.uk/>  
Alzheimer's Society: <https://www.alzheimers.org.uk/>