

Issued on behalf of and with the approval of Reevu

Photo caption (pls see attached JPEG) Pictured from left to right are 'The Four Spokesmen' - Steven Emmerson, Martin Jackson, Bob Hugill and Paul Mackintosh, wearing their Reevu helmets

NEWS RELEASE

CONTACT: Chris Taylor on 01325 363436

REEVU DONATION BOOSTS LOCAL FUND-RAISERS

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Four fund-raising cyclists from Safeway in the Tees Valley will be getting a special view of continental roads when they set off on a London-Brussels bike ride to raise money for the Royal British Legion.

'The Four Spokesmen' have each been donated a new Reevu helmet, which features a built-in unbreakable rear-view mirror* enabling the cyclist to see the road behind them.

Reevu, which is based in Low Willington in County Durham, has donated the four helmets to help The Four Spokesmen reach their fund-raising target of £4,000. The helmet is unique because it has a built-in unbreakable rear-view mirror, which is attached inside the front of the helmet, providing a clear view of the road behind the wearer.

Its revolutionary system is manufactured from a reflective polycarbonate material rather than glass, which makes it virtually unbreakable. The unbreakable mirror system 'bends' the light around the shape of the head, all within the moulding of the helmet.

The four, Paul Mackintosh, Steven Emmerson, Martin Jackson and Bob Hugill, who work at Safeway stores across the Tees Valley, will join around 60 other cyclists on the fund-raising trip, which sets off from London on the 19th June and arrives in Brussels on June 21st.

All keen cyclists, they have been in training for this year's 225-mile event since completing last year's London to Paris fund-raiser for the Royal British Legion's Poppy Appeal. The team has also been donated a Kia MVP seven seater Sedona to get the team to London and back to the North East.

The Royal British Legion is the UK's leading charity safeguarding the welfare, interests and memory of those who have served in the Armed Forces and their dependants. It provides financial, social and emotional support to millions of people and its benevolence spans all age groups from the oldest to the very young. Some 13 million people of all ages are eligible to approach the Legion for support.

Paul Mackintosh, who works at Safeway's North East Area Office in Ingleby Barwick, said: "The new helmets are really different to the conventional ones and I know that we are all looking forward to using them on the roads throughout England, France and Belgium. As well as thanking Reevu and Kia, we'd also like to thank all the staff and customers in Safeway stores across the North East who have done so much to help us raise this money for the Royal British Legion."

Graham Steele, Marketing and Sales Director at Reevu, said: "I would like to wish Paul and the team the best of luck on their ride. This is a very worthy cause and we were delighted to donate them four Reevu helmets to help them on their way. The helmet is a North East innovation that is a world first, and it is great that North East people like Paul are so keen to try it out and show others its benefits."

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Editors Notes:

*The Reevu unbreakable mirror is an integral optic system known as MROPS (Multiple Reflective Optic System). The optic system itself is made from bullet proof ABS, which is much lighter and safer than glass or metal, yet is virtually unbreakable.

For further information about Reevu helmets please visit www.reevu.com