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MEET SOME OF THE INSPIRING CYCLISTS TAKING PART IN 2023 FORD RIDELONDON- ESSEX

- Essex native Emma Goodson is cycling to raise money for improved access to sport for her young son
- Paul Connolly will be cycling just a month after finishing chemotherapy for a brain tumour
- London Deputy Headteacher Rebecca Last is promoting the benefits of cycling and healthy living at her primary school

More than 20,000 participants will take part in 2023 Ford RideLondon-Essex, the world's greatest festival of cycling, on Sunday 28 May. Taking on either the Ford RideLondon-Essex 100, 60 or 30 mile challenge, each person has their own powerful reason for doing so, but for some, the cycling event holds particular significance and meaning.

Here is a selection of inspiring stories from some of this year's riders:

Emma Goodson, 41, from Essex

Charity: Tree of Hope

Colchester native Emma is taking part in her first 100-mile challenge at Ford RideLondon-Essex to raise funds to support her six-year-old son William, so that he can experience sport independently. William has Angelman syndrome, a genetic disorder which impacts the nervous system, and suffers from other health issues. Having found a passion for triking with the Wheels for All Colchester charity, Emma is fundraising so that William can continue to benefit from sporting activity and live with greater independence.

Emma and her husband Andrew are undertaking a variety of distance challenges in 2023 in a bid to go "hundreds of miles for hundreds of smiles", and Emma is hoping that Ford RideLondon-Essex will allow her to #BeMoreWilliam. Emma views the challenge as an opportunity "to honour the amazing effort that William puts into life every day, and especially when faced with adversity", and has already drawn from her son's strength after undergoing major knee surgery in September 2022.

She said: "Knowing I am doing this event for him has kept me focussed on my rehabilitation post-surgery and has kept my motivation high. I can't wait to see him on a trike!"

Fundraising Link – [Andrew Goodson is fundraising for Tree of Hope](#)

Paul Connolly, 52, from Bedfordshire

Charity: The Brain Tumour Charity

This will be Paul's fourth RideLondon, but this year's event will pose a unique challenge as he will be cycling only a month after finishing chemotherapy. Paul was diagnosed with a brain tumour following a seizure at work just a few weeks after taking part in the 2022 edition but has continued to cycle despite the challenges posed by his treatment. Incredibly, Paul was back on the bike just two weeks after the operation to remove the tumour to help with his mental health, and he continued to cycle throughout the course of his radiotherapy and chemotherapy to "keep [his] mind strong".

Training for 2023 Ford RideLondon-Essex has been especially challenging because of the effects of chemotherapy in reducing his strength and causing joint pain. Despite these extraordinary challenges Paul is determined to finish the 100-mile course to raise funds for The Brain Tumour Charity and prove that "you can do anything you set your mind to, including beating cancer!"

Fundraising link – <https://2023ridelondon.enthuse.com/tbtcc/profile>

Liz Hewitt, 67, from Suffolk

Liz uses cycling to allow her time to reflect and take a break from her emotionally and mentally challenging job as a children's service social worker, working with exploited children. As well as helping children and young people to overcome obstacles in her work life, Liz has overcome her own hurdles on her way to the Start Line for 2023 Ford RideLondon-Essex. Liz was knocked off her bike in June 2022 and suffered a broken pelvis, resulting in a long spell off the bike. Despite her injury, she was determined to get back on the road and with the encouragement of friends and family is hoping to cross the Finish Line at Tower Bridge with a smile on her face.

Roger Ruane, 61, from Derbyshire

Charity: The Matt Hampson Foundation

Ford RideLondon-Essex will be the last of seven 100-mile bike rides that Roger has undertaken on consecutive days, beginning on Monday 22 May, to raise money for The Matt Hampson Foundation, a charity that has a special importance to him. In November 2021, Roger's son Will suffered a serious spinal cord injury which left him paralysed below the waist and a permanent wheelchair user. Since his accident, Will has been helped tremendously by The Matt Hampson Foundation, allowing him the opportunity to take part in a variety of wheelchair sports and prepare for various long-distance, mass-participation events. Roger will raise money for the Foundation to help them spread their ethos of "Get busy living" and their message that while the injuries suffered may be life-changing, they are not life-ending and people can go on to pursue a variety of activities.

Fundraising Link – [ROGER RUANE is fundraising for The Matt Hampson Foundation](#)

Luke Mitchell, 25, from Norfolk

Charity: Teenage Cancer Trust

Luke and his friend Elliot are taking to the streets of London and Essex on a tandem bike to support the work of the Teenage Cancer Trust. In 2020, Luke's partner received the devastating news that at the age of just 20, she had been diagnosed with Follicular Thyroid Cancer. In her first year of university, she underwent various operations and received Iodine treatment, before getting the all-clear eight months later. During that period, Luke and Elliot witnessed first-hand the amazing support that the Teenage Cancer Trust offered to Luke's partner during the recovery process. The Teenage Cancer Trust offers unique care and support, designed for and with young people. They fund specialised nurses, youth workers and hospital units in the NHS, so young people have dedicated staff and facilities to support them throughout treatment and Luke and Elliot will now undertake 2023 Ford RideLondon-Essex 100 on a tandem bicycle to raise funds for the charity.

Fundraising Link – [Teenage Cancer Trust: Luke Mitchell](#)

Caroline Edwards, 39, from Derbyshire

Charity: Autism East Midlands

After completing the 2023 TCS London Marathon last month, Caroline will be facing her next challenge and first cycling event with Ford RideLondon-Essex 100. Caroline, an experienced long-distance runner who works full time in a nursing home, is cycling to raise money for her daughter who is autistic and suffers from an extremely rare genetic condition. Caroline will be cycling for Autism East Midlands, a charity that is very close to her family, and will be thinking of her family as well as the numerous others that Autism East Midlands helps to keep her going through moments of struggle.

Fundraising Link – [Caroline Edwards is fundraising for Autism East Midlands](#)

Sammy Novick, 22, from Hertfordshire

Sammy was diagnosed with type 1 diabetes in 2006 at the age of five. Since then, the complications and a lack of understanding of the condition, has led to a long struggle with his mental health. From the age of 13, Sammy has had pre-suicidal thoughts because of challenges he faced. With the support of his parents, Sammy has adapted to his condition and was motivated to fundraise after being inspired by his Aunt Jenny.

Sammy said: "Despite the challenges I have had, the one that will always remain with me is losing my much loved and missed Aunty Jenny when I was 16. I aim to dedicate a portion of the rest of my life to giving back. My Aunty loved volunteering and fundraising. Aunty Jenny is a big source of inspiration and motivation for me to carry on volunteering and fundraising, amongst many other areas in life."

Fundraising Link – [Sammy Novick is fundraising for JDRE](#)

Andrew Carswell, 40, and Bernice Chapman-Carswell, 38, from London

Husband and wife Andrew and Bernice Carswell are taking part in Ford RideLondon-Essex 100 to fundraise in aid of causes close to their hearts. Andrew will be cycling to raise money for one of Ford RideLondon's charities of the year, Alzheimer's Society, after his father received a mixed dementia diagnosis two years ago. Although his mischievous sense of humour has remained, the increasing difficulty of everyday life has inspired Andrew to raise funds for a charity that help

so many in a similar situation.

Bernice is riding for Pancreatic Cancer UK, having lost her mother to the disease in 2021, and is hoping to raise awareness of the disease.

She said: “My family and I are still coming to terms with losing my mum Thessa to this awful disease in 2021. It’s unacceptable that more than half of people diagnosed with pancreatic cancer die within three months and detection of this disease is incredibly difficult. Survival rates have improved enormously for most cancers, yet for pancreatic cancer, this is not the case. Pancreatic Cancer UK is dedicated to taking on this injustice using every possible means and I’m riding in this event to help the vital work that Pancreatic Cancer UK does supporting people with pancreatic cancer now, campaigning, and funding vital research to transform the future. This is so that those who face this disease receive a much earlier diagnosis, there are more targeted treatments and better understanding of the disease to support an increasingly better prognosis.”

Rebecca Last, 34, from London

Through her everyday job as an Assistant Headteacher at a Tower Hamlets primary school, Rebecca has strived to foster activity and a love of cycling in her pupils. Rebecca is a Healthy Schools leader and an advocate for the inclusion of teaching about the effects of air pollution in classrooms. Rebecca organises various events to get pupils onto their bike, working with charity Sustrans, and hopes to continue to inspire healthy living in her school and the wider community by taking part in her first Ford RideLondon-Essex.

ENDS

NOTES TO EDITORS

Images from RideLondon-Essex 2022 are available to [download here](#) (password: RL2022, credit: RideLondon-Essex)

About RideLondon

- [RideLondon](#), the world’s greatest festival of cycling, was developed by the Mayor of London and his agencies. It was first held in August 2013 and is a legacy event from the London 2012 Olympics.
- In the first seven years of the world’s greatest festival of cycling (2013-2019) more than 467,000 participants have taken part including more than 140,000 new or lapsed cyclists who were inspired to start cycling. More than £80 million was raised for more than 1,000 charities.
- RideLondon partnered with Essex County Council for the first time in 2022. Surrey County Council previously partnered with the event from 2013 to 2020.
- RideLondon-Essex saw 22,367 cyclists take part in either the RideLondon-Essex 100, 60 or 30 mile events
- In January 2023, [Ford was announced as the title partner of RideLondon from 2023 to 2025](#)
- London Marathon Events gifts its surplus each year to The London Marathon Foundation (LMF). LMF has granted £1 million to Essex via Active Essex in the first year of the partnership
- London Marathon Foundation is the operating name of The London Marathon Charitable Trust, the parent company of London Marathon Events
- Since 1981, The London Marathon Foundation has awarded grants totalling in excess of £98.3 million to more than 1,500 projects in London and across the UK.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company’s Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and

deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.

Ford of Britain has been number one commercial vehicle brand for over 55 years, and is rolling out an electrified range so that, by 2026, 100% of our cars will be zero-emissions capable, all-electric or plug-in hybrid. The UK is Ford's third-largest global market and accounts for around 30% of total Ford vehicle sales in Europe. Ford directly employs 6,500 people in the UK, with thousands more employed in its extensive dealer network. The Ford Britain Dunton Campus in Essex is the home of its European commercial vehicle business group, the Ford of Britain & Ireland sales company and Ford's banking arm – Ford Credit Europe.

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MAYOR OF LONDON

