



In 2012, a new inspirational sporting fundraiser burst onto the scene. Claire Lomas is now inviting you to be part of her new challenge for 2013.

Your support will make such a difference.

In 2012 Claire Lomas became the first paralysed person to walk the London Marathon... In April 2013 Claire will leave Paris for London aiming to become the first paralysed person to cycle the route using her legs.

How?

Claire will be using an ultra-modern Functional Electric Stimulation (FES) bike. While the technology activates the muscles do not be fooled into thinking this is easy. It is just as demanding as an able bodied person cycling. Claire will need as much strength and fitness as anyone doing a 300 mile bike ride, in fact it is harder because the only time the legs work are whilst she is cycling, the rest of the time they are just paralysed legs.

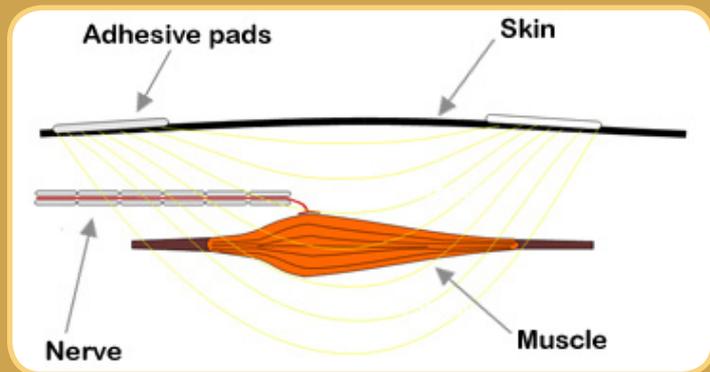
When the legs tire the stimulation is not enough to make the muscles contract. Just like when your legs are tired and won't work any more, neither will Claire's. The challenge will require hours of training a day.

FES cycling has been used on static bikes for a while now, but Claire came up with the challenge of using this special equipment on the road and is very lucky to have support from anatomical concepts.
www.fescycling.com

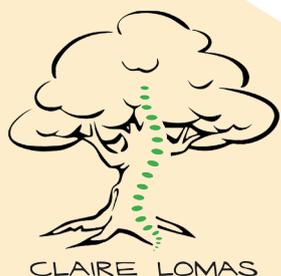
What is Functional Electrical Stimulation?

Functional Electrical Stimulation (FES) is a safe technique that is used to produce muscle contractions. Small electrical impulses pass through the skin and activate the nerve that lies beneath the skin. The nerve sends a message to the muscle it supplies to contract.

The muscle contractions are controlled by a computerised stimulator - generating the power to pedal a motorised cycle - known as an FES Bike.



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"A spinal injury can happen to anyone at anytime in a split second - a cure must be found!" Claire Lomas (2012)

This is your opportunity to be part of an inspirational team.



The Challenge - Vital Info

Friday 26 April 2013

Official Launch in London followed by Press call and Media appearances.

Saturday 27th April 2013

The Start, Paris

8 The minimum number of people in the support team including bike company representatives, physios, charity representatives, friends and family. Everyone will be fundraising as the Claire cycles through towns and villages.

Catherine Kouam

Claire has been inspired to do this challenge in memory of Catherine who passed away in August 2012. Following a similar injury to Claire's, Catherine struggled for 2.5 years following a car crash that left her paralysed. Catherine would have loved there to be a cure and this inspires Claire to keep cycling and raising money to help research.

Everyday

For the 3 week duration, as with the marathon, Claire will hopefully be joined by new friends and supporters as well as celebrities from both television and sporting fields.

The last day

Estimated to be around May 18th; The finish; along with hordes of friends and supporters before all heading off into London for the finish celebration.

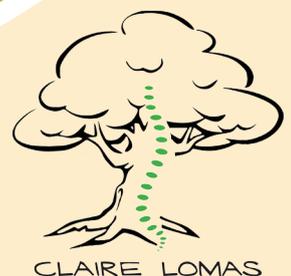


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Claire is already in training!! Rain or shine!!

There has never been a better time to get involved.

Support #clairescycle today!



CLAIRE LOMAS

About Claire & her family

Claire had just reached the top level in the sport of eventing, as well as working as a Chiropractor when in 2007 she had an accident that left her paralysed from the chest down.

Claire discharged herself from hospital only 8 weeks later and has worked hard on her rehab ever since. She is passionate about skiing, set up her own jewellery business, is an inspirational speaker and fundraises to help find a cure for the catastrophic spinal cord injury.

Claire has never let her accident stop her getting on in life. She married Dan in 2010 and they now have a daughter, Maisie, who is 20 months. Claire and Maisie learnt to walk at the same time as Claire trained in the suit and Maisie walked across the finish line of the Marathon on foot with her mum. She is now learning to ride a bike so she can be the youngest finisher of Claire's cycle!

Claire's parents and wide circle of friends form a big part of the support network on the challenges.

The London Marathon Challenge 2012

On 22 April 2012 Claire started the London Marathon. By the time she walked over the finish line 17 days later, having coped with wind, hail, rain and shine, she had raised over **£200,000** for Spinal Research.

She had broken records including becoming the first paraplegic to walk a Marathon in a pioneering ReWalk suit.

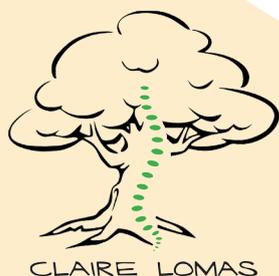
London Marathon 2012 runners were so moved that she would not be awarded an official medal that 14 of them handed theirs over on Claire's completion at the finish.

Since then Claire's broad smile and enduring personality has inspired many people of walks of life including injured servicemen, other people with similar injuries, children with disabilities and able bodied children to dream big and go beyond their boundaries.



Claire is looking forward to #clairescycle. She said recently; 'Early on I was told the muscles in my legs will waste and they are no use now. I am proving this wrong. My legs will be stronger than ever!'

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"A spinal injury can happen to anyone at anytime in a split second - a cure must be found!" Claire Lomas (2012)

This is your opportunity to be part of an inspirational team.

Awards & Media



Virgin Trophy Winner

8th May 2012 - Recognising men & women who go that extra mile, challenging themselves beyond normal human limitations.

Inspirational Fundraiser Winner

3rd October 2012 - Inspiration Awards, London.

Nominated - Women of the Year Awards 2012 (October 2012)

Nominated - Daily Mail Women of the Year 2012 (Nov 2012)

Nominated - Tesco Mum of the Year 2013 (March 2013)



In a year where many remarkable achievements have been made by many, many inspirational people, Claire opened the bank account for the goodwill of the Nation. As the days went on in the marathon support snowballed. Hundreds of people attended and **#claireswalk** was trending worldwide as she crossed the finish-line.

Media from around the world followed Claire's progress in the Marathon and this has continued with ongoing support from both the BBC and ITV in preparation for **#clairescycle**. A bank of cameras greeted Claire as she finished her walk and for weeks afterwards she was being interviewed for television and print features around the world.

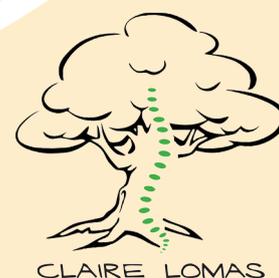
In the build up to the Paralympics in 2012, Claire was honoured to light the cauldron in Trafalgar Square, again receiving worldwide media.

There is a media buzz about #clairescycle and this is your chance to be involved... From the very start...

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There has never been a better time to get involved.

Support #clairescycle today!



Before the challenge support and interest generation will be created via pod casts, interviews, social media, the websites and the cycle launch.

Claire is expecting media interest to increase from the current level which is already high. Have a search online for articles!

During the challenge PR coverage will be intensified as Claire draws closer to London. Each member of the support team, and Claire herself, will be using social media in all forms to draw further attention, support and sponsorship to the Challenge.

If possible, there will be a documentary following Claires progress made on the route.

With the unique proposition that #clairescycle presents, dedicated media awareness raising will be a key focus of the pre-challenge activity.

Claire will have specialist media support liaising and co-ordinating initiatives to maximise opportunities as they arise.

Working closely with Claire, Spinal Research will use their website, social media channels such as Twitter or Facebook and targeted supporter communications to raise awareness of the challenge.



Somewhere in the scrum of supporters is Claire!

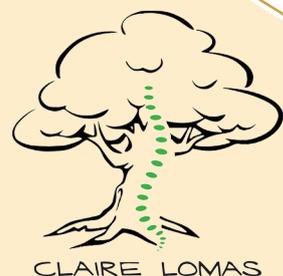
Throughout #clairescycle integrated marketing communications with a PR push, will aim to maximise awareness raised and sponsorship acquired.

At the finish of the challenge the post race press call, the finish party and the finish itself lend themselves as a potential billboard for possible sponsors.

On top of that, all sponsorship packages offer companies the chance to share in the goodwill and happiness that this challenge will create.

Supporting #clairescycle is a premium opportunity for 2013.

CONTACT US TODAY!



"A spinal injury can happen to anyone at anytime in a split second - a cure must be found!" Claire Lomas (2012)

Get involved

Packages currently available include:

Platinum Sponsorship

Donation:
To be negotiated

Benefits include:
Company logo positioned on flag of Claires bike and on rider clothing; Company logo on rider clothing, branding on bikes; Corporate tickets for finish party; Full PR/Marketing strategy.

Gold Sponsorship

Donation:
£25,000

Benefits include:
Company logo positioned on support vehicles, approx one square metre of space; Eight free tickets to the finish party; A website feature; Mentions in Press Releases.

Silver Sponsorship

Donations:
£10,000

Benefits include:
Company logo positioned on vehicles, approximately 1/2 square metre of space; Four free tickets to the finish party.

| Benefit as part of sponsorship package | Platinum | Gold | Silver | Bronze |
|---|----------|------|--------|--------|
| Logo on bike flags and company branding on bikes | Yes | - | - | - |
| Company logo on support vehicles | Yes | Yes | Yes | - |
| A number of ticket(s) for the finish party | Yes | Yes | Yes | Yes |
| Email updates during race and website feature | Yes | Yes | Yes | Yes |
| Pre-prepared editorial material for use in company publications | Yes | Yes | Yes | Yes |
| Opportunity to book Claire for motivational talks** | Yes | Yes | Yes | Yes |
| Opportunity to book Claire for personal appearances** | Yes | Yes | Yes | Yes |
| Use of challenge logo and identity and a link from our website | Yes | Yes | Yes | - |
| Company description and feature on website | Yes | Yes | - | - |
| Mention in press releases | Yes | Yes | - | - |
| Interviews with Claire | Yes | Yes | - | - |
| Opportunity to add logo to material and clothing | Yes | - | - | - |

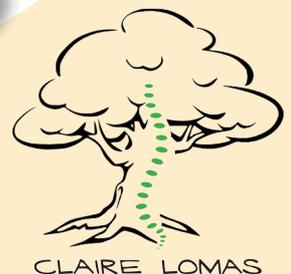
** Some costs may apply

Definition: Benefaction

An act of conferring a benefit; the doing of good; a good deed.

There has never been a better time to get involved.

Support #clairescycle today!





Be part of the winning team

Sponsoring Claire offers an opportunity to position your company as part of an aspirational and successful team. You will benefit from a coordinated and sustained marketing, PR and fundraising campaign as well as exposure through the challenge itself.

The ITN video of the Marathon finish has been watched over 57,000 times on **YouTube** alone.

Claire's Targets

| | |
|---|-----------------|
| Individual Donations before/ during Challenge | £50,000 |
| Corporate Sponsorship | £200,000 |
| Fundraising Activities prior to Challenge | £10,000 |
| Total Target for Charity | £260,000 |

Claire's Goals

To become the first paralysed person to cycle from Paris to London.

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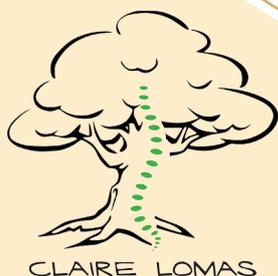
To raise over **£250,000**

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To complete the challenge in under three weeks.

Fundraised money will be split between Spinal Research and Nicholls Spinal Injury Foundation. For more information on them please read on.

#Clairecycle offers great coverage generation and superb brand alignment opportunities through one extraordinary person in a single tidy package.



This is your opportunity to be part of an inspirational team.



Reach and Audience

Claire's London Marathon story generated a huge amount of press coverage:

125 pieces of national print and TV broadcast coverage.

The Claireswalk finish was on the *front page* of the Guardian, Independent, Toronto Star, Evening Standard and others!

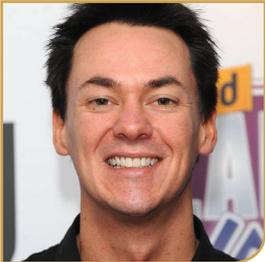
Claire's story was featured at least **3,251** times via regional and international sources (print and online)

An advertising value equivalency of over **£1million**

Reach in excess of **3.7 billion** people

#claireswalk was *trending worldwide* on Twitter as she crossed the line.

Celebrity walkers joined Claire on her Marathon walk helping to boost her morale including:



Dave Vitty



Dan Lobb



Clare Balding



Bob Wilson



Sir Matthew Pinsent



Kenny Logan



Gabby Logan



Matt Holland



Ben Fogle



Tim Henman



Patrick Monahan



Natalie Pinkham

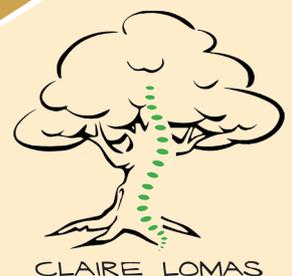


Tom James

Many of those who walked or just supported from the sidelines have said they will support again in future and we hope they will cycle!

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3 people

The number every day in the UK and Ireland that are told they will never walk again; their lives and those of their families are changed forever.

50,000 people

The number of people affected in the UK and Ireland living with paralysis as a result of a broken neck or back.

Nearly £20 million

The amount of money Spinal Research has funded for spinal research injury and repair.

Spinal Research funds groundbreaking research into the repair of spinal cord injury; to improve the quality of life and crucially to find effective treatments for injured people. Their trials test new therapies that could transform the lives of people living with paralysis by restoring movement and sensation.

All Spinal Research's work is voluntarily funded from individuals, trusts and companies; the charity receives no direct funding from the government.

This means that initiatives such as Claire's Cycle Challenge are vitally important as the charity works towards a vision of a world where a spinal cord injury does not mean a lifetime of paralysis.

Working with leading researchers and medical teams in the UK and across the world, the charity is dedicated to pioneering new treatments whilst upholding the highest scientific and ethical standards.

**SPINAL
RESEARCH**

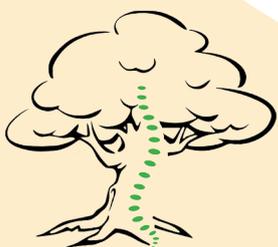
fighting paralysis... and winning

Spinal cord injury is caused by a broken neck or back and can affect anyone in the community regardless of age, race or sex. Repairing a damaged spinal cord is one of the most complex challenges that medical science has ever faced. Thirty years ago, when Spinal Research was established, spinal cord injury was considered incurable and few people, if any, were contemplating research into repair. Since then they have been able to demonstrate that there is hope.

Spinal Research has played a key role in building the field of spinal cord injury research from the beginning, both nationally and internationally. They have achieved so much but there is still progress to be made. Spinal Research are looking to the future and believe that it is only a matter of time before they get the breakthrough in clinical trials that are anticipated.

Spinal Research's work has the potential to change lives globally; We hope that by supporting the Claire's Cycle Challenge you will help Spinal Research move closer to the vision of a world where spinal cord injury doesn't mean a lifetime of paralysis.

www.spinal-research.org



This is your opportunity to be part of an inspirational team.



The Charity

Nicholls Spinal Injury Foundation - Giving back hope.

'The goal of the charity is, quite simply, to find a cure for spinal injuries.'

Gary Lineker OBE

Today, Professor Raisman leads a dedicated team in his quest to find a cure for spinal cord injury. Significant advances in the field of spinal cord injury research over the last ten years are increasingly making the achievability of this goal a question of when, not if. Professor Raisman's work focuses specifically on the regenerative properties of olfactory ensheathing cells, which he believes might be grafted into damaged spinal areas to allow the regeneration of severed nerve fibres.

The Start; The Nicholls Spinal Injury Foundation (NSIF), was founded in 2008 by chef David Nicholls after his son Daniel was paralysed in a freak diving accident. It is one of a few charities worldwide pioneering a cure for spinal injuries. NSIF raises money to fund the research of eminent British neuroscientist Professor Geoffrey Raisman, whose ground breaking discovery concerning the central nervous system challenged the then current belief that damage to the neural connections in the spinal cord was irreparable.

NSIF enjoys the support of many influential patrons, including Gary Rhodes OBE, Michel Roux OBE, Heston Blumenthal OBE and Gordon Ramsay OBE, as well as numerous household names, such as Sir Richard Branson, Sir Alex Ferguson, Gary Lineker OBE and Sir Clive Woodward OBE.

Where there is life, there is hope

Over the years, NSIF has continued tirelessly to raise funds and in total has raised a phenomenal £2.5million, over 90% of which goes directly to funding a cure.

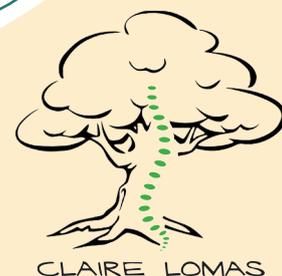
Spinal injury can happen to anyone, in anything from the most dramatic to the most mundane of circumstances and it's repercussions are life shattering. To lose the use of your limbs and to be dependent, for even the most basic of functions, upon others is a bleak and devastating prospect that most people would struggle to comprehend, let alone to face.

NSIF refuses to believe that spinal injury is irremediable. Together with Professor Raisman, and with the invaluable support of its generous patrons and benefactors, NSIF continues to drive the way towards finding a cure for spinal injuries, keeping hope alive for the 2.5 million people worldwide whose lives have been blighted by this terrible condition.

www.nichollsfoundation.org.uk



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There has never been a better time to get involved.

Support #clairescycle today!

Social Media



[www.justgiving.com/
Claire-Lomas](http://www.justgiving.com/Claire-Lomas)



Find Claire and the
Cycle Challenge!



@claire80lomas
#clairescycle



Contact:

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