



Good afternoon

Hope you're keeping well.

I'd like to take this opportunity to let you know of a great event that we have coming up that may be a perfect way for you to engage your staff to support The Armed Forces community and their families.

As an Armed Forces Covenant supporting company, we know you understand the sacrifices that ex-serving and serving personnel make and the hardships they face after returning to civilian life.

For over 100 years the Royal British Legion has been fighting on behalf of our Armed Forces community. We believe that no-one who has served to protect our freedom should be disadvantaged because of the sacrifices they have made.

Over 90,000 people turn to us for help each year. With the help of our supporters, we make a huge difference to the lives of those we support. Every year we save lives, save marriages, keep families together, alleviate poverty, to prevent homelessness, and to improve physical and mental health – these are all life-changing events enabling those we support to live safe, secure and fulfilling lives. We won't stop until they get the help, they need to get their lives back on track.

We hope you will consider joining us on our exciting Poppy Ride in Kent on Sunday 12<sup>th</sup> May, a cycling sportive that will follow the historic trail of the Battle of Britain. We would be grateful if you could share the Event Flyer on your intranet/email to colleagues and your social

networks. [https://i.emlfiles4.com/cmpdoc/3/0/6/4/7/files/1186166\\_poppyride24\\_kent\\_poster\\_jpeg.jpg](https://i.emlfiles4.com/cmpdoc/3/0/6/4/7/files/1186166_poppyride24_kent_poster_jpeg.jpg)

Many past participants have not only enhanced team dynamics within their organisations but have also fostered valuable connections with fellow companies involved. Whether you're taking your first spin in the cycling world or you're a seasoned pro, Poppy Ride offers three professionally designed routes - each catering to different skill levels.

 45km

 100km

 140km

For further info/sign up: [Poppy Ride Kent \(britishlegion.org.uk\)](https://www.britishlegion.org.uk)

Whether you choose to participate **individually** or **assemble a team**, this challenge offers a unique opportunity for team building and networking, and for groups of six or more, I can arrange a bespoke discount on the entry fee for each member in your team. If you are interested in getting a team of 6+ together, please email me for the bespoke team entry discount code.

Whilst writing we also currently have limited spaces left on our exciting Pedal 2 Paris (5-9<sup>th</sup> Sept 2024) event – if you are interested in getting a team of 6 plus together, we can offer a discount off entry fees of £75 pp, or £50 pp discount for individuals – please email me for the code. For further info, please visit [Pedal to Paris | Charity Cycling Events | Royal British Legion](#)

I look forward to hearing from you.

Kind regards,

*Sharon*