**PRESS RELEASE**

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**Baker tackles sponsored cycle ride for brain injury charity**

A Leamington bakery owner is gearing up to cycle the iconic trail from Lands End to John O'Groats to raise vital funds for a local brain injury charity.

Ray Savage, 56 and owner of Savi's Bakery, in Leamington Spa, plans to use pedal power to cover just under 1,000 miles across the UK in just nine days to raise awareness of Headway Coventry and Warwickshire, which supports local people affected by brain injury.

Joining Ray on the road will be his son, 25-year old Alex Cook, and friends Steve Bowen, 42, and Jamie Kirk, 24, who will set off for their challenge on Friday 27 May and return on Sunday 5 June, with hopes of raising more than £2,000 for the cause.

Ray first discovered the charity when his wife, Carol, became involved with running acquired brain injury courses while working at Warwickshire College five years ago and joined Headway Coventry and Warwickshire as a committee member.

After naming Headway as Savi's Bakery's chosen charity, the couple began hosting a series of fundraising events, including a 'name the weight of the cake' competition, before Ray decided to take his commitment to the next level and become the local charity's Treasurer.

Having recruited support from their family and friends, Ray is now ready for his next big challenge to generate even more awareness of Headway Coventry and Warwickshire's work in community.

"The devastating effects of brain injury are complex and can affect anyone at any time," said Ray, who has been training for the challenge for nine months.

"Headway Coventry and Warwickshire is there to support both survivors of brain injury and their carers. As our cycling expedition that follows the classic route from Lands End to John O'Groats draws closer, we are beginning to realise that cycling more than 100 miles per day for nine days now seems rather daunting! Knowing that we are pedaling for such an important and local cause will hopefully give us the determination we need to keep going.

"Support from the local community and our loyal customers at our bakery and café in Leamington Spa has been incredible so far, and 100% of everything we raise will go to help us to expand support services for local survivors of brain injury and their families."

Janet Sewell, Chair at Headway Coventry and Warwickshire, said: "We are so grateful to our four dedicated fundraisers for their incredible efforts.

"The charity currently delivers support and carer services based in Coventry and Nuneaton that provide a vital lifeline for so many local families affected by brain injury. With the support of our valued fundraisers such as Ray and his team, it is our aim to expand these services into Leamington to ensure that every local person facing life challenges after brain injury has somewhere to turn and knows they are not alone."

* To support Ray and the team’s cycle ride, please visit their fundraising page at [**http://uk.virginmoneygiving.com/RaySavage**](http://uk.virginmoneygiving.com/RaySavage); or for support after brain injury, visit the Headway Coventry and Warwickshire website at [**http://headwaycw.org.uk/**](http://headwaycw.org.uk/)

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**About Headway**

**Headway Coventry and Warwickshire is a local charity that supports brain injury survivors, their families and carers across the region. For more information, please visit** <http://headwaycw.org.uk/>.

***Key facts***

* The most common forms of ABI are traumatic brain injury (TBI) and stroke. Other causes include brain tumour, meningitis, aneurysm, haemorrhage, encephalitis, anoxia, and other conditions.
* ABI admissions in the UK increased by 10% between 2005-6 and 2013-14.
* There were approximately 956 ABI admissions per day to UK hospitals in 2013-14 – or **one every 90 seconds**.
* Men are 1.6 times more likely than women to be admitted for head injury. However, female head injury admissions have risen 24% since 2005-6.