

PSIGMA RIDES - NORMANDY BEACHES 2017



Over three days from 1 June, 12 PsiGMA colleagues were challenged to cycle nearly 300 km from Cherbourg to Rouen in order to raise funds for our three chosen charities. They did so with typical grit, determination, and a touch of 'je ne sais quoi'....

After the ferry journey to Cherbourg, Day 1 saw the PsiGMA peloton traverse the Normandy coast. The sun was out, as the riders started to eat up the miles.

The team were supported and motivated by a support team 'par excellence'. Our CEO and Chair of Trustees Mr. John Howard-Smith helped nourish our riders with home-made stir fry's and steak sandwiches whilst our very own 'white van men', Mr. Adam Side and Mr. Rupert Hunter supported with provided the team of riders with motivation, repairs, navigation and much needed banter. They also provided the team back in 'Blighty' with witty correspondence live from the field!

Day 2 was a full day of cycling, again fortune favoured the brave and the peloton managed to stay one step ahead of the thunderstorms forecast along the way. A slight detour (through a field) and a briefly lost rider were the only hitches.

Day 3 and the riders were on the 'road to Rouen'; following a tough morning with some brutal climbs and colder weather the peloton achieved their target by mid-afternoon, and could enjoy their well-deserved lemonades in the town square AKA nice cold beer!!

All riders are now safely back ensconced in the office, and the PsiGMA Foundation is glad to report that a current total of nearly £6,000 has been raised as a result of the event. On behalf of RESTART, NAIT Babies, and Cure Parkinson's Trust we'd like to thank you all for your generous donations.



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If you would still like to donate please visit our Virgin Giving page <http://bit.ly/2m86f82>. We are very grateful for all of your support.

