



POLARIS
BIKEWEAR

MEDIA RELEASE - CHILDREN IN NEED RICKSHAW CHALLENGE

16th November 2011

Polaris proud to provide for Pudsey as Matt Baker pedals on.

Presenter of the BBC's 'One Show' and "Countryfile", **Matt Baker** will feel the miles begin to slip by with lifted spirits as he works his way closer to London and BBC Television Centre for the end of his mammoth Children in Need Rickshaw Challenge.

Polaris Bikewear are exceptionally proud to be supporting Matt on what is his toughest challenge yet, making sure that he and his support rider Bruce are warm, dry and comfortable throughout this epic fundraising feat.

"Children in Need is part of the fabric of this country, it shows just how generous the British Nation is and if we can do just a little to help Matt on his way by making him comfortable and visible on the road we are very proud to do so" says Roger Dillon, Managing Director of Polaris Bikewear.

Having passed the half way point in Lincolnshire, Matt has already raised a staggering half a million pounds in pledges, cash and donation. The total journey of 484 miles starts on the Castle Esplanade in Edinburgh and will culminate in London during the **The One Shows BBC Children in Need live special on the night of the Appeal, Friday 18 November.**

Throughout the journey, Matt has been conducting interviews with celebrity passengers and you can still cheer him on at his daily start and finish lines. You can check Matt's Progress progress by clicking on the Children in Need link below and now as he approaches London, you will be able to click below to get a summary of his journey each day in clips, images and news features.

http://www.bbc.co.uk/pudsey/whatson/rickshaw_challenge.shtml

http://www.mattbaker.info/rickshaw_challenge.php

http://www.bbc.co.uk/pudsey/whatson/rickshaw_challenge_day4.shtml

http://www.bbc.co.uk/pudsey/whatson/rickshaw_challenge_day5.shtml

http://www.bbc.co.uk/pudsey/whatson/rickshaw_challenge_day6.shtml

http://www.countryfile.com/news/day_4_matt_bakers_rickshaw_challenge

http://www.bbc.co.uk/iplayer/episode/b017chxq/The_One_Show_14_11_2011/

http://www.bbc.co.uk/iplayer/episode/b017chzj/The_One_Show_15_11_2011/

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