



Pictons Partner Siobhan Rooney Climbs Aboard Luton to Paris Cycle Challenge to Raise Funds for Level Trust

On Friday 28th of April 26 challengers from Luton businesses and schools set off from St Matthew's Primary school in Hightown to cycle on an epic journey to Paris. The challenge was kick started with a pep talk from sporting endurance expert, Greg Whyte. An Olympic champion and professor, Greg is best known for helping celebrities such as David Walliams, John Bishop and James Cracknell achieve amazing sporting feats for charity.

Professor Whyte OBE said: 'It is a gargantuan challenge but they look like they are up for it. The kids are in the background and it's all for a fantastic cause. I am just here to set them off and make sure that they leave in the first place and wish them all the very best of luck!'

After cycling to school in the morning the St Matthew's Primary school children made flags and banners and lined the streets to cheer the challengers off on their way.

Challenger Siobhan Rooney from Pictons Solicitors said 'It felt amazing to be waved off by over 800 children from the school and my family were there too cheering, flying flags and wishing us luck. Such an adrenaline rush it really set me off on a good note. We did 2 laps of the school to make sure they all got a glimpse – they spent so much time on their posters, banners and bunting!'

Others at the start line included Luton Mayor Councillor Tahir Khan, Luton Town Football Club midfielder Cameron McGeehan and representatives from all of the other businesses taking part as well as the teachers from the school too.

After a demanding 88 miles on the bike in the UK finishing with a grueling cycle up the south down hills, the challengers only just made it in time to catch the ferry crossing from Newhaven to Dieppe in France. Little sleep was had by the team before setting off again at 7am the next morning to tackle the final 103 miles across to Paris. The challengers, working as a team, arrived together at the finish line at the Trocadero overlooking the Eiffel Tower at 6:30pm.

The event was organised by Daniel Coyle from Ryebidge Ltd raising money for local children's charity Level Trust. The Trust's CEO Jane Malcolm said:

'Ryebidge are big supporters of ours. They have been incredibly generous in putting this event together for us. So far the challengers have raised a total of £8457.50. The funding will go towards helping us provide school uniform, shoes and coats to children living below the poverty line in Luton.'

To find out more about Level Trust click [here](#), to donate to Siobhan's ride click [here](#)