

Using Motorcycles for Good: British Customs Partners with Riders for Health Charity to Raise Awareness Through Custom Motorcycle Giveaway

A CROIG X BC Edition 2015 Triumph Bonneville will be given away as part of British Customs' Weekend Projects in aid of Riders for Health charity.

([PRWEB](#)) November 03, 2015 -- [British Customs](#) teamed up with [Riders for Health](#), a charity that uses motorcycles to deliver life-saving medical supplies to rural communities in Africa, to raise awareness for the charity's cause through a custom motorcycle giveaway.

In sub-Saharan Africa, more than 60% of people live in hard-to-reach rural communities, making accessibility to medical services and supplies almost impossible. But Riders for Health has found a solution: they outfit health professionals with motorcycles and other vehicles capable of reaching those communities, ensuring they can deliver the medical services and supplies directly and reliably. Through providing training programs for technicians, mechanics, and fleet managers, Riders for Health is developing a lasting infrastructure for the region's future.

To bring the community together in aid of Riders for Health's cause, industry-leading brands GoPro, British Customs, Nixon, and Simpson Racing Products, and innovators Abel Brown, Hagon, Saint, RAEN, Thursday Boot Co., Aether, and Stance, have teamed up to create awareness for Riders for Health charity through product giveaways including a one-of-a-kind Mad Max-themed CROIG X BC Edition 2015 Triumph Bonneville on the British Customs website. All proceeds will be given to Riders for Health.

"The motorcycle industry and community are both small and diverse, but we love to come together and make a big difference. Charity rides or events aren't uncommon, but partnerships like this can have a huge impact to help benefit important causes," stated Jason Panther, President of British Customs.

The partnership has been made as part of British Customs' launch of their new [Weekend Projects](#), which is designed to put motorcycle customization in the hands of the average rider and revitalize the [heritage](#) of the motorcycle community's home-garage culture. The Weekend Projects are 150+ upgrades packages designed to allow the average rider to transform their motorcycle in a weekend.

Chippa Wilson is the ambassador for Weekend Projects, and is acting to promote awareness globally to benefit Riders for Health. Wilson is a groundbreaking athlete and progressive role model for many, and he is known for his deep respect for the past and the new heritage. Driven by this respect, he is an icon of the do-it-yourself lifestyle and has a love for personalizing things through BC Weekend Projects.

"I'm honored to get to represent British Customs and the great team of sponsors that are coming together for this cause," said Chippa Wilson. "Riders for Health have found an elegant solution to a difficult problem, and I'm proud to raise awareness for their efforts to help people who are in such great need."

Andrew Blaschko and David Chang of CROIG, famously known on Instagram as [@CafeRacersOfInstagram](#), have joined as media partners, and will be creating the Mad Max-themed custom motorcycle that will be given away. The build process will be documented on the British Customs blog to show how easy it can actually be to fully customize a motorcycle. CROIG is riding a teaser version of the motorcycle on a tour across the East Coast, where they are meeting with community members and raising awareness for Riders for Health's cause.

British Customs has focused on giving back by partnering with multiple charities in the past. Some of their major efforts include having worked to help solve family homelessness with Solutions for Change; ensuring that handicapped individuals are given the same athletic opportunities as others with the Challenged Athletes Foundation; and promoting awareness and funding research for the strongest inherited risk of heart disease with the Lipoprotein(a) Foundation.

To donate and support Riders, and to register to win, [visit British Customs' website](#).

About Riders for Health:

Riders for Health is a social enterprise and registered charity that manages and maintains vehicles for health-focused partners in eight countries in sub-Saharan Africa. They work with ministries of health and other, smaller community-based organizations to help manage two- and four-wheeled vehicles of outreach health workers, allowing them to reach rural villages. Riders provides maintenance and management of these vehicles, and training for health workers in safe riding and driving.

About British Customs:

British Customs is a Southern California-based lifestyle brand and designer of aftermarket motorcycle parts. They are known for making the highest quality factory-spec bolt-on parts that only require common tools and minimal technical knowledge to install. With any of their parts upgrades, the average rider can completely customize his or her motorcycle in a weekend.

About Chippa Wilson:

Chippa Wilson is a lifestyle personality known for his love of simpler things from the “good ol’ days.” He is a known retro motorcycle enthusiast and is looked up to for his marked sense of compassion. Wilson is a top ten ranked professional surfer and X Games Silver Medalist. Wilson is sponsored by Nixon, Stance, Fox, and New Era.

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