

**THE INSTITUTE OF ADVANCED MOTORISTS
510 CHISWICK HIGH ROAD
LONDON W4 5RG**

M E M O R A N D U M

TO: All Group Secretaries and Chairs
Cc: RGC's, SB, DS, PW, VY, LF & Staff Examiners
FROM: Colin Paterson - Director of Marketing & Communications
DATE: 5th May 2010
RE: **'Win a Yamaha' Competition**

We have recently uploaded a video of Vicki Butler Henderson introducing our 'Win a Yamaha' competition at the Carole Nash motorcycle show, back in November.

Hopefully by using YouTube we will attract a new, wider audience; please take a look at the link below:

<http://www.youtube.com/watch?v=23ONJigUVwo>

We would be thrilled if you could pass this email on to your members, and also encourage them to send it to motorcyclist friends who may not be IAM members. It highlights well our competition whereby all members passing their motorcycling Skill for Life test before the end of August, get entered into a competition to win a Yamaha bike worth £11, 500.