



PRESS RELEASE

FOR IMMEDIATE RELEASE

The Star Bikers Charity prepares for its 48th Annual Toy Run in support of local children and families. Hundreds of motorcyclists are expected to gather in Stoke-on-Trent on Sunday 22 November 2026 for the Star Bikers Charity's 48th Annual Toy Run, bringing together the motorcycling community to support children in need, families experiencing poverty and local charities.

Taking place on **Sunday 22 November 2026 at Bet365 Stadium**, the event is expected to attract hundreds of Bikers from across Stoke-on-Trent, Staffordshire and beyond, with riders travelling from Liverpool, Manchester, Birmingham, Wolverhampton, Derby and even Wales.

Riders are advised to arrive at Bet365 Stadium from **10 am**, ahead of the scheduled departure at **11 am**. This will give participants time to register, enjoy a hot drink or something to eat, and meet fellow riders before setting off.

As part of the charity's annual appeal, riders are invited to make a **suggested donation of £2 per rider and bring an unwrapped toy**. Donations will be collected at the registration point at the Stadium.

Once registered, riders can park up and purchase hot food before the run departs.

As the procession travels through the streets of Stoke-on-Trent, spectators will also have opportunities to donate toys and money to support the charity's work. Riders wishing to collect donations from spectators along the route are encouraged to bring a backpack.

The full route is available on the charity's website at www.starbikers.co.uk/theroute.

More below...

A record-breaking After-Party at King's Hall

Following the ride, the celebrations will continue at **King's Hall in Stoke**, where the Star Bikers Charity is preparing for what could be its biggest After-Party to date.

With around **50 stalls expected**, this year's event will showcase an extensive range of independent businesses, local makers, charities and motorcycle clubs.

Visitors will be able to browse a variety of products, including homemade crafts, locally produced artwork, custom clothing, handmade bags and purses, baked goods, specialist motorcycle products, sweet stalls, official licensed merchandise and unique gifts, including 3D Gothic creations. Also included is hot food inside and outside.

The event will also provide an opportunity to discover local charities and motorcycle clubs, meet their members and find out more about their work.

The Star Bikers are massively pleased with the number of independent traders expected to attend, which will showcase the creativity and talent of local businesses offering distinctive products rather than mass-produced merchandise.

Alongside the stalls, visitors can look forward to competitions celebrating motorcycles and scooters, including awards for Best Bike and Best Scooter. Additional fun competitions will also give attendees the opportunity to participate and win prizes, hosted by DJ Bloke.

With approximately 50 stalls anticipated, we hope the After-Party will be the largest it as hosted to date, providing an exciting day out for riders, families and the wider community.

Supporting children and families across Stoke-on-Trent

At the heart of the Star Bikers Charity is a commitment to helping those who need it most.

Funds raised through the charity's activities support families experiencing poverty in Stoke-on-Trent, children's charities, children's services operated by local authorities and children's wards at local hospitals, including the Royal Stoke.

With the cost of living continuing to place pressure on households, the Charity recognises the importance of providing additional support to families and children facing difficult circumstances.

Through the annual Toy Run, the Star Bikers Charity brings together the motorcycling community, independent businesses and members of the public to raise awareness, collect donations and support organisations working with vulnerable children and families.

The event is an opportunity for the local community to come together for a shared cause, demonstrating how the motorcycling community can make a positive difference to the lives of others.

The organisers hope this year's run will build on the success of previous events, with a strong turnout from riders, spectators, local businesses and the wider community.

Everyone is welcome to show their support

The Star Bikers invites motorcyclists, spectators, families and members of the public to support the 48th Annual Toy Run on Sunday 22 November 2026.

Riders are encouraged to arrive at Bet365 Stadium from 10am to allow time for registration, refreshments and seeing everyone else before the run departs at 11am.

Whether taking part in the ride, browsing the stalls at King's Hall or contributing a toy or donation, every contribution can help the Star Bikers continue its work supporting children and families across the local area.

The Star Bikers Charity looks forward to welcoming the community for another memorable day of motorcycling, fundraising and community spirit.

#ProudStarBiker

Event information

Detail	Information
Event	Star Bikers Charity 48th Annual Toy Run
Date	Sunday 22 November 2026
Starting location	Bet365 Stadium, Stoke-on-Trent
Suggested arrival time	10 am
Ride departure	11 am
After-party	King's Hall, Stoke
Suggested rider donation	£2 per rider, plus an unwrapped toy

Detail	Information
Full route	www.starbikers.co.uk/theroute
Website	www.starbikers.co.uk
Media Enquiries	jamie@starbikers.co.uk

Kind Regards,

Star Bikers Charity