



*For immediate release
St. John's NL
August 10, 2021*

NEWFOUND RIDERS TO LEAD 18th ANNUAL CONSTABLE SAM JEFFERS' MEMORIAL RIDE

On Saturday September 18nd, 2021, the 18th Annual Constable Sam Jeffers' Memorial Motorcycle Ride will commence at 9am, leaving from the Peace and Police Officers' Monument located at Confederation Building's East Parking Lot at 10am. Registration will be \$20 per bike, single or with passenger. Donations will be accepted. Due to Covid – 19 restrictions, lunch will not be served but arrangements will be made for a local establishment to receive the riders for lunch.

Sam Jeffers was a Newfoundland Constabulary officer from Freshwater, near Carbonear, who was seriously injured while on duty in a motorcycle accident at Rawlins Cross in St. John's in 1957. At this time, helmets were not worn. Constable Jeffers never recovered from his head injuries and he spent the next 43 years at the Waterford Hospital where he died on September 4th, 2000.

For the past 17 years, the Newfound Riders motorcycle riding club has led the September ride which has raised money to help pay for and maintain the sculptured Peace and Police Officers' Monument at Confederation Building and a bronze plaque commemorating Sam Jeffers. The plaque that Newfound Riders commissioned and presented to the Carbonear Town Council in 2013. The plaque is located on the grounds of the Conception Bay Regional Community Centre.

The annual Police and Peace Officers' Memorial Parade commemorating uniform service officers who were killed while on duty takes place beside the Monument and Newfound Riders are always present. The information on this service is not available at this time due to Covid-19 restrictions and future planning.

Registration for the Constable Sam Jeffers' Memorial Ride is \$20 per person, with proceeds donated to the Newfoundland and Labrador Police and Peace Officers' Memorial Association (NLPPOMA) in memory of Constable Sam Jeffers.

This Ride usually attracts 40-50 riders. Covid-19 social distancing will be in effect and masks are suggested to be worn, depending on an update on the Dept. of Health Restrictions. As always, motorcycle groups have been invited to participate, including those for the police, firefighters and other uniform services. Participants will travel to Monty's in Whitbourne via the TCH with a Police escort and across the Tilton barrens to Carbonear. After a short welcome by the Mayor of Carbonear, the ride goes through Freshwater and past the former home of Sam Jeffers (now owned by his aunt). Returning to the Community Center, due to restrictions lunch can not be served but it will be arranged to have lunch at a local establishment and then to Tim Horton's in Bay Roberts, before returning to the St, John's via the coastal road.

For further information, please contact:

Bob Gill

President, Newfound Riders

Tel: 709-685-4948

E-Mail:president@newfoundriders.com

Gil Lane

Public Relations, Newfound Riders

Tel: 709-725-8909

E-Mail:publicrelations@newfoundriders.com



Above Left: The plaque at the Carbonear Town Hall.
Above Right: The Memorial Patch in honour of Sam Jeffers.