

3 October 2024

Novice kayakers complete gruelling channel crossing for Transaid

Asset Alliance Group's intrepid trio of Suki Chana, Martyn Bellis & Darren Fitzpatrick have completed their kayak challenge, paddling across the English Channel to raise funds for Transaid.

The team crossed from Dungeness to Boulogne on September 29th and reached the finishing line in 5 hours and 45 minutes, covering 18.5 nautical miles.

Chana, Senior Credit Manager at Asset Alliance Group, only kayaked for the first time in July. "We did it! Crossed the Channel yesterday! All three of us are well and healthy, albeit with a few aches," he says.

Bellis, Commercial Director, Coach & Bus, Asset Alliance Group, described the crossing as "one of the biggest challenges of my life", adding that while physically tough it was arguably more mentally gruelling due to rough seas.

"Today my body is broken, I ache all over, I would never do this again... but I'm so chuffed that I did this: Darren Fitzpatrick and Suki Chana, this is what teamwork is all about," he says.

Fitzpatrick, Sales Director, Bus and Coach, Asset Alliance Group, echoed Bellis's sentiments, describing himself post crossing as "drained but elated". He added his thanks to the safety boat team and the trio's sponsors, saying "an amazing weekend and what an experience".

The trio want to thank everyone for their generous donations to date, which has seen them surpass their fundraising target and raise more than £7,500 for the international development organisation.

The funds will allow Transaid to continue to deliver life-changing impacts by providing safe, accessible, and sustainable transport solutions in sub-Saharan Africa, as well as delivering vital medical supplies to remote regions. Transaid takes the view that no driver should face the fear of not returning home due to inadequate training, an unsafe vehicle, or hazardous road conditions.

Maddy Matheson, Head of Fundraising at Transaid, says: "This was an incredible achievement by three colleagues who were determined to mark Asset Alliance Group's first year as Transaid corporate members in the most unique fashion possible. We are hugely grateful for their efforts in raising such a significant sum of money."

There's still time to donate in recognition of this amazing achievement at:
justgiving.com/page/asset-alliance-group

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Note to editors:

Asset Alliance Group has redefined the way companies acquire transport and logistics vehicles and occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand truck, trailer, bus and coach vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm, which protects customers from overly strict return conditions commonplace in the industry.

The Group operates across five UK sites and is headquartered in Wolverhampton.

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AAG/806/24