

Release date: 11 November 2016

TRANSAID TARGETS £25,000 IN 2016 CHRISTMAS APPEAL

Transaid has launched its 2016 Christmas appeal by announcing an ambitious £25,000 fundraising target, and unveiling four new stylish e-card designs which highlight the importance of its life-saving work while spreading Christmas cheer.

This year, the international development organisation is encouraging the transport industry to dig deep and help transform lives by selecting one of three packages: gold, silver and bronze. For £800 the gold package includes a personalised e-card, social media mentions, and logo placement on Transaid's website and in special Christmas advertisements to be carried in Coach & Bus Week, Motor Transport and SHD Logistics*. A donation of £550 secures the silver package, consisting of logo placement in the Christmas advertisements, on the Transaid website and social media mentions; while £350 buys bronze, with an e-card and logo placement on Transaid's website.

Lynn Parnell, Owner of Logistics Partners – a long-standing corporate supporter of Transaid – says: "Sending one of Transaid's festive e-cards to friends, family and colleagues is a fantastic way to show support for Transaid's vital work. We've taken part in Transaid's Christmas campaign for many years and it never fails to start a conversation about how the organisation is helping to change lives."

Gary Forster, Chief Executive of Transaid says: "Raising £25,000 is an ambitious target but I am confident that our supporters in the transport and logistics industry can help us beat this goal and finish yet another successful year on a high note."

All money raised from the campaign will help Transaid continue to tackle transport-related issues in economically developing countries. Transaid's work focuses around a set of beliefs that every driver should be able to go out for a day's work without the fear they may not come home due to dangerous vehicles or a lack of training; that every family should be able

137 Euston Road, London, NW1 2AA
United Kingdom

T: +44 (0)20 7387 8136
F: +44 (0)20 7387 2669
E: info@transaid.org
W: www.transaid.org

to access emergency health services; and that every community should be able to build skills and transform their opportunity to make a living.

Despite having only just launched its campaign, Transaid has already confirmed support from companies including Bandvulc Tyres, Bibby Distribution, BIFA, Century Logistics, CILT, Clipper Logistics, DAF Trucks, Delamode, Europa Worldwide, FSDF, FTA, Go-Ahead Group, Goodyear, Hörmann (UK), Howard Tenens, Iveco, KNAPP UK, Knights of Old, Logistics Partners, MAN Truck & Bus, Mercedes-Benz, Narrow Aisle Limited, OEM Group, PF Whitehead Transport Services, Paul Ponsonby, Prolog, Pullman Fleet Services, Renault Truck, Volvo Group UK, Woodland Group, XPO Logistics and Yara International ASA.

For more information, or to make a corporate donation, please contact Jade Ashby on 020 7387 8136 or email jade@transaid.org. To donate online visit <https://www.justgiving.com/transaid/donate>

*To guarantee inclusion, logos must be received by the following deadlines: 14 November for SHD Logistics, 3 December for Coach & Bus Week and 6 December for Motor Transport.

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Note to Editor:

Transaid (www.transaid.org) is an international development organisation that aims to improve people's quality of life in the developing world by making transport more available and affordable. It was founded by Save the Children and the Chartered Institute of Logistics and Transport (UK) and works by sharing skills and knowledge with local people to enable them to put in place and manage efficient transport systems.

Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



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<http://www.twitter.com/TransaidOrg>



<http://www.youtube.com/user/Transaid1>

For further press information:

Aggie Krasnolucka-Hickman at Transaid +44 (0)20 7387 8136
Beth Laws or James Keeler at Garnett Keeler +44 (0)20 8647 4467, or by email to beth.laws@garnettkeeler.com or james.keeler@garnettkeeler.com