



transaid
transport for life

PRESS RELEASE

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JOAN AITKEN JOINS TRANSAID AS AMBASSADOR

International development organisation, Transaid, has chosen Joan Aitken, Traffic Commissioner for Scotland, to join its team of ambassadors who promote its mission and vital work.

Commenting on her appointment Joan says: “The importance of logistics and safe transport is at the core of all I do. In 2014, I heard HRH The Princess Royal speak at the 125th FTA dinner. She was passionate about the fundamental role of transport and logistics in the developing world. She had seen the need first hand in her role as Patron of Save the Children. Her speech stuck in my mind.

“I had met the Transaid team at industry events and admired what they were doing. That speech in 2014 niggled at me and made me want to do something for Transaid beyond being very happy to put money in an envelope.”

In March this year Joan completed Transaid’s Cycle South Africa event, which raised a record amount for the organisation. Joan adds: “Whilst I’d been on leisure cycling holidays, I am no athlete so for me 300 miles in five days was quite a change in gear! But I wanted to challenge myself and raise money for a great cause at the same time.

“I still remember the feeling of achievement and exhilaration when I had completed the ride as I felt so lucky in just being able to contribute. Even though South Africa was very tough, it was so good to have met the challenge with such a great bunch of people, and against my expectations, I’ve now signed up to take part in Cycle Zambia 2018. I’m very excited to take on this next cycle challenge to Victoria Falls. And to anyone who is swithering and wondering if they could do it, all I can say is that if I can do it, so can they!”

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Having spent the last 14 years as Traffic Commissioner for Scotland and a Chartered Fellow of the Institute of Logistics & Transport (CILT), Joan brings a wealth of knowledge to her new role; where she will be raising Transaid's profile, as well as promoting events and creating challenges.

Joan will join Transaid's group of 30 ambassadors from across the transport and logistics sector, who are each passionate about Transaid's mission of transforming lives through safe, available and sustainable transport.

Joan concludes: "Having visited Africa and cycled on its roads, I have a much greater appreciation of what Transaid is working hard to achieve. In a way, this is a natural progression from working as Traffic Commissioner, and I'm excited at the opportunity to have a different relationship to the one I've previously had with the industry.

"Charity binds us all together and it is very humbling to be part of such a worthwhile cause. I am already learning so much from Transaid and hope my expertise will benefit the organisation."

For more information and to find out how you can support the organisation visit www.transaid.org.

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Note to Editor:

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation shares 25 years' worth of expertise in 23 countries with partners and governments – empowering people to build the skills they need to transform their own lives.

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.youtube.com/user/Transaid1>

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