



PRESS RELEASE

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ROYAL PARKS HALF MARATHON: MORE THAN £14K RAISED FOR TRANSAID

International development organisation Transaid received backing from 40 participants taking part in yesterday's Royal Parks Half Marathon, raising more than £14,000 to support its lifesaving driver training and access to healthcare projects in sub-Saharan Africa.

The 13.1 mile course took in London's world-famous landmarks including Buckingham Palace, the Houses of Parliament, the London Eye and the Royal Albert Hall; and crossed four of the capital's eight Royal Parks – Hyde Park, Green Park, St James's Park and Kensington Gardens.

Among the runners, Liz Atkinson, Director of Sales at recruitment and workforce management specialist Proman, played a key role in building the Transaid team by encouraging participants to sign-up through direct contact, social media and event stands.

She said: "We've engaged with a lot of our clients and Transaid partners to get as many runners from different places. For me, there's real synergy between Transaid and Proman, and I think it's really important to raise awareness so we can continue transforming lives through safe, available and sustainable transport. If you think about the number of lives that could save its invaluable."

Runners represented firms including AG BARR, Backhouse Jones, Big Change, BMW, CPT, Fowler Welch, Howard Tenens, Informa, Proman, Tokema – a list which includes several first-time supporters, plus a number of independent runners.

Transaid Chief Executive Caroline Barber, who also took part in the run, says: "We are incredibly grateful to everyone that participated and raised money to help us transform lives through safe, available and sustainable transport. There was a fantastic team spirit within the

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group; and money raised will directly support our education and awareness projects around road safety and access to healthcare, particularly in rural communities.”

Transaid aims to tackle transport-related issues in the developing world from the grassroots to the policy level. Working with local communities, governments and organisations to provide driver training and access to vital services such as healthcare.

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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