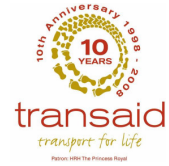


PRESS RELEASE



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Release date: 12 July 2006

COMPUTER GAME PUTS TRANSAID SUPPORTERS IN THE DRIVING SEAT

International development agency Transaid has taken its promotional activities to a new level with the launch of an online computer game aimed at raising awareness of the transport challenges faced by health workers in Africa.

'The Transaid Challenge' is sponsored by Barclays Transport and Logistics Team and puts the player in the driving seat of a four wheel drive health service vehicle, charged with the task of delivering services and supplies to remote African villages that need them.

Drivers must complete as many deliveries as possible before they run out of fuel or damage their vehicle beyond repair, finding the best route and avoiding potholes, abandoned cars and overloaded trucks.

"We decided to sponsor The Transaid Challenge to help the charity tell more people about its work in a fun and interactive way," says Simon Howe, Relationship Director with the Barclays Transport and Logistics Team.

"The Challenge brings the reality of delivering everyday health services in Africa direct to supporters' desktops and we hope the inclusion of an online leader board will also help to stir up some friendly industry rivalry."

Caroline Beaumont, Transaid's Head of Marketing, adds "The game is fun to play and very addictive, but it does have a serious message. Health workers must be skilled drivers, plan their routes carefully and take good care of their vehicles. Every time a player completes a delivery over the difficult and dangerous terrain, this represents people reached with essential medical care which they would otherwise have had no way of getting."

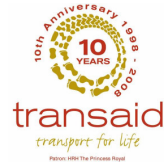
The game can be found on Transaid's new website (www.transaid.org), which offers improved access to the latest project information, a resource section, press centre and supporter of the month feature.

Downloading the game also gives players an opportunity to enter a competition to win some great prizes - either a pair of Barclays Premiership tickets for the 2006/7 season or a night at the Waldorf Hilton Hotel, in the heart of London's West End.

Transaid has developed a range of banners and buttons advertising The Transaid Challenge which it is encouraging supporters to feature on their own website. To request copies please email

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chantelle@transaid.org. And they are urging everyone who plays to forward the link to the game to as many friends and colleagues as they can, through the Send to a Friend feature.

The Transaid Challenge was created by fishinabottle and the website was produced by DOT New Media.

ends

Note to Editor: Transaid (www.transaid.org) is an international development agency 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 HIV, AIDS and 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.

For further press information:

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