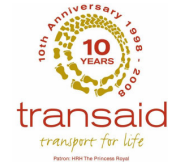


PRESS RELEASE



TRANSAID
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Release date: 15 September 2006

TRANSAID LAUNCHES CHRISTMAS APPEAL 2006

With just 100 days to go until Christmas, international development agency Transaid has launched its 2006 Christmas Appeal, giving transport and logistics companies the opportunity to send a seasonal greeting with a difference.

The charity is giving away a customised corporate Christmas e-Card to everyone who donates, personalised with each supporter company's name, logo and a link to their website.

"The e-Card is animated and can then be sent to as many customers, colleagues and contacts as you like," explains Caroline Beaumont, Transaid's Head of Marketing. "It's an unusual way to send your compliments of the season, and to show your company's charitable side this Christmas."

Suggested donation levels range from £250 to £2,500, depending on the size of the company. An example, together with an information sheet, is available to view at www.transaid.org. Companies can also commission bespoke Transaid e-Cards, at additional cost.

The money raised by the Appeal will give a boost to Transaid's work in Africa, which includes projects to improve health transport in Kenya and the livelihoods of female market traders in Ghana.

ends

Note to Editor: To view the animation, please [click here](#)

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.

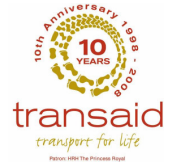
Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.

For further press information:

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Registered charity no. 1072105. Patron HRH The Princess Royal