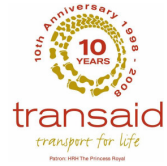


# PRESS RELEASE



**TRANSAID**  
137 Euston Road  
London  
NW1 2AA

t: 020 7387 8136  
f: 020 7387 2669

Release date: 4 June 2008

## TRANSAID WEEK LAYS DOWN AN INDUSTRY CHALLENGE

International development agency Transaid is calling on the transport and logistics industry to go the extra mile to raise money for its work in the developing world during the inaugural Transaid Week, which will run from Monday 30 June to Friday 4 July 2008.

Transaid Week will celebrate the charity's 10<sup>th</sup> anniversary and provide an opportunity for supporters to further raise awareness of Transaid across the industry, whilst helping to meet the target of raising over £100,000 through fundraising activities across the year.

Chris Saunders, Chief Executive of Transaid explains: "Fundraising can be a great motivator for employees and provide some light-hearted fun whilst benefitting a good cause at the same time. As an example, raising just £200 can pay for us to deliver a two week driver training course for a commercial vehicle driver in Zambia.

"These courses are one of a range of projects we are currently running across Africa, teaching internationally recognised driving standards to help reduce the number of road crashes. In poorer countries road crashes kill on the same scale as malaria and tuberculosis, and are set to rise 80 per cent by 2020 as vehicle usage increases, which makes our work even more essential," he adds.

Transaid's website ([www.transaid.org](http://www.transaid.org)) includes a dedicated fundraising section, providing a complete A-Z of possibilities and opportunities for members of staff and employers to raise money for a good cause.

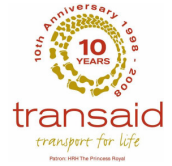
Transaid has produced a special fundraising pack to support Transaid Week and charitable opportunities throughout 2008. To receive a free copy, simply email Chantelle Cummings or Erin Miwa at [marketing@transaid.org](mailto:marketing@transaid.org) or telephone 020 7387 8136.

ends

### Note to Editor:

Transaid ([www.transaid.org](http://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

# PRESS RELEASE



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:**

**Transaid:** Chantelle Cummings or Sarah Eccleston on + 44 (0) 20 7387 8136, or by email to [chantelle@transaid.org](mailto:chantelle@transaid.org)/  
[sarah@transaid.org](mailto:sarah@transaid.org)

**Garnett Keeler PR:** James Keeler on +44 (0)20 8399 1184 / 07771 662465, or by email to [jk@garnett-keeler.com](mailto:jk@garnett-keeler.com)  
TRAN/129/08



137 Euston Road, London NW1 2AA  
t: +44 (0)20 7387 8136  
f: +44 (0)20 7387 2669  
e: [marketing@transaid.org](mailto:marketing@transaid.org)  
[www.transaid.org](http://www.transaid.org)

Registered charity no. 1072105. Patron HRH The Princess Royal