

PRESS RELEASE



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COUNTDOWN BEGINS TO TRANSAID WEEK 2009

Transaid is preparing for the second annual 'Transaid Week' following the success of last year's event, with a target to raise at least £20,000. Due to take place between Monday 29 June and Friday 3 July 2009, Transaid Week provides a great opportunity for supporters to further raise awareness of Transaid across the transports industry.

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Chris Saunders, Chief Executive of Transaid explains: "Transaid Week is a great way to motivate employees and to highlight the huge need for investment in transport skills and knowledge across the developing world. Our work is vital to improving access to healthcare, education and increased economic capacity to tackle poverty. It is thanks to the transport and logistics industry that we exist and more than ever, we need your support to continue making an impact in communities which need it most."

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Funds raised from this year's event will go directly towards supporting Transaid's vital work to improve transport efficiency across Africa, including current projects which are focused on improving access to healthcare for women and children in northern Nigeria and increasing driver training standards to improve road safety in Zambia. As an example, raising just £200 can pay for Transaid to deliver a two week driver training course for a truck driver in Zambia.

BBC Radio 2's Sally 'Traffic' Boazman, a long-term supporter of Transaid, adds: "Transaid Week is a fantastic opportunity for people to get involved and give their support. I visited Africa on the Transaid Cycle Kenya Challenge in 2007 and witnessed the real devastation and carnage that can be caused on the roads by crashes involving commercial vehicles. Please give your support today and help make Africa's roads safer."

Transaid's website 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. Activities can be as simple as a dress down day, football tournament or office quiz, right through to a formal company ball.

Transaid has produced a special fundraising pack to support Transaid Week and charitable opportunities throughout 2009. To receive a free copy, simply contact the Transaid marketing team at marketing@transaid.org or telephone 020 7387 8136. Packs can also be downloaded from 1 May by visiting www.transaid.org.

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 industry and the active involvement of its patron, HRH The Princess Royal.

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