

PRESS RELEASE



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UK BUS AWARDS TO SUPPORT TRANSAID AT 2010 PRESENTATION CEREMONY

For the second year running, there will be a fund-raising prize draw at this year's UK Bus Awards Presentation Ceremony on 16 November.

The nominated charity for 2010 is Transaid, the international development charity that aims to improve transport across Africa and in the developing world. Amongst their current activities, Transaid is working to improve professional driving standards including PCV and HGV driver training in sub Saharan Africa, where road deaths are the third biggest cause of premature death after HIV/AIDS and malaria.

“Our aim is to reduce poverty and improve livelihoods across Africa and the developing world through creating better transport,” explains Transaid’s Head of Marketing, Chantelle Cummings.

“We do this by building local skills and knowledge in partnership with governments and local organisations to make transport safer, cheaper, cleaner, and more effective. Transport is often the forgotten link but is vital to ensuring better access to the essentials for everyday life such as healthcare, education and training, and economic opportunities.

“Beyond the obvious requirements such as good infrastructure and vehicle donations, Transaid focuses on the need for transport management skills and training for this to be effective.”

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UK Bus Awards chairman John Owen says that the Presentation Ceremony was an ideal fundraising opportunity and that the choice of charity was highly appropriate. “We share Transaid’s belief in helping to foster skills. Their work to build quality transport services to improve people’s lives in the developing world is entirely in accord with our own objectives to improve transport here at home,” he adds.

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 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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