

# PRESS RELEASE



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## **TRANSAID SPREADS CHRISTMAS SPIRIT WITH PERSONALISED E-CARD**

International development charity Transaid is hoping to raise £10,000 from the transport industry this Christmas through an e-card which demonstrates the impact of its projects in Africa.

Donations made in return for the e-card, which can be personalised to incorporate the name and logo of each company, will go towards the organisation's Emergency Transport Scheme which operates in four areas of northern Nigeria and ensures pregnant women can be taken to healthcare facilities to give birth safely.

It will also help fund Transaid's Professional Driver Training Projects in Zambia and Tanzania which have been set up to combat high levels of road deaths caused by poor driving standards. So far 1,000 drivers have been trained.

Transaid Chief Executive Chris Saunders says: "Last year's Christmas appeal raised more than £7,000 and this year our aim is to reach £10,000.

"The e-card offers our most loyal supporters the chance to celebrate Christmas with their friends and colleagues while at the same time recognising their ongoing commitment to the charity."

Those supporters who contribute £500 or more to the Christmas appeal will also be recognised in Transaid's annual feature in Motor Transport on December 6th.

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**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 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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