

PRESS RELEASE



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TRANSPORT FIRMS DOUBLE CHRISTMAS APPEAL TARGET

The transport industry rallied behind Transaid's Christmas appeal donating more than £20,000 - twice as much as the charity had hoped for.

Supporters were asked to make donations in return for e-cards, which demonstrated the impact of the international development charity's work in Africa.

More than 20 transport and logistics firms supported the appeal raising £20,500 in total. That money will help fund an Emergency Transport Scheme in northern Nigeria which ensures pregnant women are taken to healthcare facilities to give birth safely.

The total amount raised was helped significantly by logistics and freight forward specialist SBS Worldwide, which donated £10,000 for the cards.

SBS Group Chairman Steve Walker said: "Transaid is making a tangible difference through its Emergency Transport Scheme and we are proud to support that work. We are pleased our contribution will help extend the reach of this project."

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Transaid Chief Executive Chris Saunders said: "We were overwhelmed by the response. Last year's Christmas appeal raised around £7,000 so to almost triple that figure is tremendous. We are very grateful to SBS Worldwide and all those companies who contributed and whose donations will help us to save lives in Africa."

In addition to SBS Worldwide, other supporters included: ABE Ledbury, Bandvulc Group, BiS Henderson, Clipper Logistics Group Ltd, DAF, Freightliner, FSDF, Hankook Tyres, Individual, Iveco, Logistics Partners, Michelin, Motor Transport, Norbert Dentressangle, RHA, Scania, SK Transport Planning, Stagecoach UK Bus, TDG, TNT, Variation, Volvo Trucks, and Wincanton.

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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