

PRESS RELEASE



Release date: 02/02/2011

TRANSAID SUPPORTERS PREPARE FOR CHARITY'S FIRST TREK

Transport industry representatives are hoping to raise £35,000 for Transaid by taking part in a gruelling five-day trek in Ethiopia - the first of its kind to be organised by the charity.

The group has been sponsored to hike for up to nine hours each day over the spectacular but challenging Simien mountains, which include peaks more than 4,000 metres high.

Beginning and ending their journey in the capital Addis Ababa, participants will travel through Gonder and as far as Bewahit and are expected to encounter a range of wildlife on their journey through the World Heritage site including the gelada baboon, Simien fox and endangered walia ibex.

All money raised will benefit Transaid's Professional Driver Training Projects and schemes to improve access to healthcare for pregnant women in Nigeria.

Transaid CEO Chris Saunders said: "This is the first trek we have ever organised and these fundraisers face a difficult test, but it will be an incredible journey and we are very grateful to them for all their efforts. We wish them a safe and successful journey."

137 Euston Road London NW1 2AA
United Kingdom

T: +44 (0) 20 7387 8136
F: +44 (0) 20 7387 2669
E: info@transaid.org
W: www.transaid.org

The seven transport industry representatives taking part are: John Stocker, Commercial Director at Acumen Logistics; Colin Burman, Head of Logistics at Ann Summers; Clare Bottle, Logistics Specialist at Clare Bottle Limited; Emma Glue, Marketing Co-ordinator at Global Freight Solutions; Karen Kerlake, Head of Marketing and PR at Virgin Atlantic Cargo; John Smith, HR Manager at Wincanton and Stacey McAllister, HR Officer also at Wincanton.

Joining them will be Kathryn Alston, HR Business Partner at Cafcass; Iulia Calota, Account Manager at Euro RSCG Worldwide; and Transaid's Marketing and Events Executive, Aggie Krasnolucka-Hickman.

To sponsor the team visit www.justgiving.com/transaid.

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.

For further press information:

Transaid: Chantelle Cummings on + 44 (0) 20 7387 8136, or by email to chantelle@transaid.org or

Garnett Keeler PR: James Keeler on +44 (0)20 8647 4467 or by email to jk@garnett-keeler.com