

# PRESS RELEASE



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## **TRANSAID VOLUNTEERS RETURN FROM SPONSORED ETHIOPIA TREK**

A team of transport industry professionals has returned from Ethiopia, where they trekked 60 km to raise money for international development charity Transaid.

The group, which included representatives from Wincanton, Virgin Atlantic Cargo, Global Freight Solutions, Ann Summers, Acumen Logistics, Clare Bottle Ltd and Euro RSCG Worldwide put in five gruelling nine-hour days for the charity, which uses sustainable transport systems to improve and save lives in Africa.

Their trip began and ended in the capital, Addis Ababa, and took them on a trail over the spectacular Simien mountains and through national parks inhabited by rare species including gelada baboons, ibexes and Simien wolves.

They spent time in surrounding villages and marketplaces, were welcomed by the locals and learnt about Ethiopian culture and language from their guides.

Participant and Chairperson of Women in Logistics, Clare Bottle, said: "Ethiopia was truly magnificent, but one of the most inspiring things I think we've all brought home from the trip was meeting the other eight trekkers.

"None of us had met before and no one knew what to expect, but there was a strong sense of solidarity, and we ended up bonding over the breathtaking landscape and the significance of our mission."

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Funds raised, which the group hopes will exceed their original target of £35,000, will support Transaid's Emergency Transport Scheme for pregnant women.

The project, which gives pregnant women easier access to medical care, is currently operational in four states of Northern Nigeria.

**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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