

PRESS RELEASE

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CHALLENGERS WANTED AS COUNTDOWN TO TRANSAID WEEK BEGINS

Transport industry professionals are being urged to make a difference this summer and perform challenging fundraising feats during Transaid Week, which will take place between July 2 and July 6.

The international development charity, which focuses on improving transport access in some of the world's poorest areas, is launching its 2012 campaign under the theme 'Challenge Yourself for Transaid'.

The charity is hoping to raise £15,000 as a result of the week by encouraging the transport and logistics industry to sign up and participate in all manner of fundraising awareness and events.

One key supporter of Transaid's work is celebrity traffic presenter Sally Boazman, who helped raise money through a 425km cycle ride across Kenya's Rift Valley in 2007.

She said: "My trip to Kenya was one of the most rewarding adventures of my life and really tested my limits so I can definitely say I've challenged myself for Transaid! One thing that kept me going throughout was thinking about all the lives that would be helped with the sponsorship money.

"Transaid Week is an excellent opportunity for people in the transport and logistics industry to do just the same. It doesn't matter what challenge you decide to undertake – from a simple sports tournament to a staff pie eating contest! What matters is that you get involved, have some fun and help raise funds so Transaid can continue its vital transport projects across Africa."

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Help triumph over adversity as countdown to Transaid Week begins / page 2

Women in Logistics has already teamed up with Transaid to hold a summer charity ball on July 6. The event will be held at the Chesford Grange Hotel in Kenilworth, near Warwick, and will include a gala raffle, live music and dancing. Tickets are available online at www.womeninlogistics.org.uk, costing £80 per head or £750 for a table of 10, with a proportion of the ticket price donated to Transaid.

All funds raised will go towards Transaid's work in the developing world, including the Professional Driving Training Projects in Zambia and Tanzania, which aim to reduce high levels of road deaths by providing quality training to bus and truck drivers.

To find out more about Transaid Week, or to make a donation, log on to <http://www.transaid.org/support-us/transaid-week-2012> or visit the charity's [Facebook](#) and [Twitter](#) pages. To discuss getting involved in a challenge call Aggie Kransnolucka-Hickman on +44 (0) 20 7387 8136 or email aggie@transaid.org.

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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 HIV, AIDS and road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.

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