



**transaid**  
transport for life

## PRESS RELEASE

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### **TRANSAID GOES ON THE ROAD WITH THE MALCOLM GROUP**

The Malcolm Group, a corporate member of international development charity Transaid, has found an innovative way of spreading the charity's message across the UK, using one of the largest trailers in its fleet.

The logistics and construction specialist first unveiled the 14.6m longer semi-trailer (LST) in a distinctive Transaid livery at Multimodal 2015 in May. Since then the moving floor trailer has been delivering Transaid's message across the UK, visiting nearly 50 different sites and travelling up to 3,500km each week from its base in Linwood, Scotland.

Andrew Malcolm, The Malcolm Group's Chief Executive, says: "We wanted to do something to raise awareness for the vital work that Transaid does and to highlight the growing partnership between Transaid and The Malcolm Group. Putting one of our trailers in Transaid livery seemed like the perfect idea.

"We're proud to talk about our support of Transaid and we hope that this will spur others on to find out more about the charity's projects and lend their assistance to such a worthy cause."

Since pledging its support to Transaid in 2014, The Malcolm Group has sought other opportunities to back the charity, aside from its annual financial contribution and participating in the charity's cycling challenges. Malcolm Logistics Driver Trainer, John Heirs, is currently on secondment for two weeks at Transaid's Professional Driver Training project in Tanzania. The Professional Driver Training project aims to reduce the number of fatalities on the roads by improving the standards of commercial driver training. As part of the programme, Heirs is using his expertise to train other driver trainers.

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Gary Forster, CEO of Transaid, says: “The Malcolm Group has given us tremendous support over the past year, and the trailer in particular is putting us in front of new audiences on a daily basis. We are grateful to our corporate supporters for the great ideas, staff expertise and the vital funds they provide, which collectively helps us to reach our goals and improve the lives of people across Africa.”

For more information and to find out how you can support the charity visit [www.transaid.org](http://www.transaid.org).

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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 humanitarian aid sector.

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



<http://www.facebook.com/Transaid>



<http://www.twitter.com/TransaidOrg>



<http://www.youtube.com/user/Transaid1>

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