

11th August 2010

News Release

Make saving lives part of Yorkshire businesses.

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The Yorkshire Air Ambulance (YAA) have recently launched a new business initiative across the region and are proud to welcome Select Group Security as their first Member.

The 'Business Supporters Network' is a new scheme to be launched by the YAA designed to encourage more businesses to become brand partners of the YAA. In return for a small annual fee, businesses will be allowed to use the Business Supporters Network logo for promotional purposes, feature on the YAA website and will also reinforce their Corporate Social Responsibility by supporting a very worthwhile charity.

The YAA are absolutely delighted to be able to welcome Select Group Security as their first official member.

With offices throughout the Yorkshire Region, Select Group Security offer a vast array of security solutions across the region and nationwide more information can be found on www.selectgroup.org.uk.

Pete Spencer, Managing Director of Select Group Security commented "*We are proud to be the first members of YAA's Business Supporters Network. As well as providing a top class service to our clients, we pride ourselves in being able to support such worthwhile charities such as the YAA. I have personally visited one of the YAA air bases and helicopters and seen first-hand the fantastic work they do.*"

Paul Gowland, YAA's Director of Fundraising also commented "*It's great for us to be able to welcome Select Group Security as the first businesses to join the YAA Business Supporters Network. We hope to encourage more businesses from across the region to join as it is a simple yet beneficial way to support our charity.*"

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Saving Lives Across Yorkshire

Honorary Chief Pilot: HRH The Duke of York - KCVO, ADC

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Photo attached (L-R): Pete Spencer (M.D - Select Group Security), Kate Drye (YAA paramedic), Nicky de Whytell (YAA), Pete Vallance (YAA paramedic)



Registered Charity No. 1084305
Registered Company No. 04053524
Registered Company No. 04053514
Registered Company No. 05414029

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Notes to Editors

- ❖ YAA is an independent Charity needing to raise £7,200 per day to keep both of Yorkshire's air ambulances in the air and maintained. This is equivalent to £2.65million each year.
- ❖ The YAA provides a life saving rapid response emergency service to 5 million people across 4 million acres of Yorkshire.
- ❖ We operate two helicopters, G-SASH and G-CEMS from Leeds Bradford International Airport and Sheffield Business Park and now have a satellite base in Bagby Airfield in Thirsk.
- ❖ The service is operational 365 days a year.
- ❖ Patients are transferred to the most relevant treatment centre, flying at speeds of up to 160mph.
- ❖ The Yorkshire Air Ambulance was the first air ambulance in the UK to own and operate a dedicated air desk for dispatch of the helicopters
- ❖ To date over 3000 patients have been carried to relevant treatment centres.
- ❖ The work of the Yorkshire Air Ambulance has also been recently documented by the BBC series, 'Helicopter Heroes'.

For further information regarding the Yorkshire Air Ambulance, please contact Abby McClymont, Marketing and Communications Coordinator on 01422 237900 or 07825 458 600 or email her at a.mcclymont@yaa.org.uk

Saving lives across Yorkshire

www.yaa.org.uk