KNIGHT FRANK AND THE BUYING SOLUTION TAKE AIR AMBULANCE SERVICE EVENT TITLE SPONSORSHIP.

Knight Frank and their bespoke residential buying service, The Buying Solution, have taken headline sponsorship of a major Air Ambulance funding and awareness raiser at Cheltenham racecourse.

Warwickshire and Northamptonshire Air Ambulance (WNAA) and Great Western Air Ambulance (GWAA) - which, like all air ambulance services, rely on charitable donations - will be the beneficiaries of the Cheltenham Hunter Chase Evening Meeting on April 30, 2014.

The two services primarily cover Derbyshire, Leicestershire, Warwickshire, Northamptonshire, Gloucestershire, Wiltshire, Bristol and the north east of Somerset, but are often called in to help much further afield - including major incidents elsewhere in the UK.

"Air ambulances aren't just designed to get accident or illness victims to hospital quickly - they are designed to bring the hospital's accident and emergency unit to the patient. As well as paramedics, air ambulance crews include doctors capable of carrying out on-the-ground surgical procedures. We were amazed to hear of the demands upon them, so took next to no time to decide to support the event," said Jonathan Bramwell, a Partner of The Buying Solution.

Event organiser David Seel, who, against the odds, has actually twice been involved in air ambulance emergency missions, said: "The vast majority of Air Ambulance call outs relate to human bodies impacting on something, although there are obviously emergency calls relating to sudden illness, or, like me, the completely unexpected: I suffered spontaneous burst of a vein, and lost a lot of blood very quickly.

"There's no doubt I would not be here today had the Air Ambulance not been available - but they need funds to maintain their current level of service, and, better still, an enhanced level of funding to save even more lives."
"More Air Ambulances mean more lives saved. Anybody who drives, plays sport, rides horses, walks, climbs hills or mountains - or who just happens to be in the wrong place at the wrong time, or even has a medical condition about which they are unaware - could find themselves an unexpected beneficiary of the air ambulance service."

GWAA and WNAA - who as a matter of course assist on each other's patches - carry out something like 3,000 missions a year - one in five of the most critical tasks saves a life which would otherwise be lost.

Atty Beor-Roberts, Chairman of Knight Frank’s central region, said: "While Britain is one of the most charitable nations on earth, we need to ensure even more people come to realise that air ambulances do not receive government or National Lottery funding - and that WNAA and GWAA between them cost around £3.25 million a year to operate.

"This is why the decision to support the event on April 30 came very easily to Knight Frank."

Tickets for the Cheltenham evening race meeting, plus information about tickets for a dinner and auction, and a link to make a donation, are available at http://www.airambulancecharityevent.org.uk/.

Ends

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