

PRESS RELEASE: **MONDAY 17 OCTOBER**



SSUP and the Lincs & Notts Air Ambulance join forces to raise awareness of road safety

The Shiny Side Up Partnership (SSUP) is working with the Lincs & Notts Air Ambulance (LNAA) in support of Project EDWARD (Every Day Without A Road Death) – the biggest platform for showcasing good practice in road safety in the UK.

LNAA will be stocking SSUP products, aimed at motorcyclists, in its charity shops from today (17 October). Visitors will be able to pick up snoods, stickers and high-vis vests in return for a voluntary donation to the charity which relies on the generosity of supporters.

On average, the LNAA crews respond to four emergencies a day either on board the helicopter or one of its critical care cars. It needs to raise £8m to ensure that the highly-skilled, doctor-paramedic team can be by the side of patients, delivering the very best care.

Heidi Duffy MBE, SSUP's facilitator said: "We are proud to support this fantastic charity during Project Edward's important week of activity.

"If motorcyclists are involved in crashes, particularly on rural roads, seeing the air ambulance land at the scene of the collision with the skilled staff ready to give care to the biker on the ground, can make the world of difference to all involved."

Erica Ley, LNAA's senior paramedic said: "Sadly, we regularly attend serious incidents involving motorcyclists, so helping to raise awareness of road safety is something we're really passionate about. We're looking forward to seeing the response from visitors to our shops."

The shops are in Mapperley and Mansfield Woodhouse in Nottinghamshire and in Wragby, Lincolnshire. Visit www.ambucopter.org.uk for more information.

For further information contact Heidi Duffy MBE, on email at heidi.duffy@viaem.co.uk

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About the SSUP

Based in the East Midlands, the SSUP comprises a group of dedicated professionals from road safety, collision investigation and police traffic management teams.

Bikers in Derbyshire, Leicestershire, and Nottinghamshire are the focus of our campaign to reduce the number of fatal and serious casualties suffered by bikers – whether riding for leisure or on commuting journeys.

[Click here to find out more](#)