31 May 2018

**Air Ambulance signs sponsorship deal with Essex Media Ltd**

Essex & Herts Air Ambulance (EHAAT) is pleased to announce that it has signed a three-year partnership with **Chelmsford**-based Essex Media Ltd.

The deal, which is worth nearly £100,000, will cover the cost of one life-saving mission each month and see Essex Media’s logos appear on EHAAT’s fleet of two helicopters and four Rapid Response Vehicles (RRVs). The company also plans to support EHAAT by getting involved in fundraising initiatives and events.

To celebrate the launch of the partnership the staff of Essex Media Ltd paid a visit to the Charity’s **Earls Colne** Airbase where they met members of the Charity’s Critical Care Team and Fundraising staff.

Pam Withrington, Fundraising and Marketing Director at EHAAT said: “We are delighted that Essex Media Ltd is sponsoring our Fleet over the next three years.

“This is a really exciting opportunity for us. As our 20th anniversary year draws to a close Essex Media’s contribution will help us with the next stage in our development as EHAAT moves towards providing a 24/7 service using Rapid Response Vehicles. We are very much looking forward to working with them and developing our relationship.”

Nathan Martin CEO and Founder of Essex Media Ltd said: “Essex Media Ltd is delighted to be supporting Essex & Herts Air Ambulance as their official Fleet Sponsor. We're incredibly proud of our local life-saving charity and the first class pre-hospital emergency medical service they offer to the communities of Essex and Hertfordshire.

“We know they cannot survive without donations so we want to help ensure our local community continues to have access to this life-saving service through our sponsorship and charitable works.”

Based in Chelmsford Essex Media Ltd is an international business delivering a mix of business to business (B2B) conferences, exhibitions and seminars for global industries.

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**Photograph:** Representatives of Essex Media Ltd during their visit to the Earls Colne airbase of Essex & Herts Air Ambulance (L to R: Laurie Phillipson (Clinical Manager, EHAAT), Jane Gurney (CEO, EHAAT), Nathan Martin, (CEO, Essex Media Ltd), Pam Withrington (Fundraising and Marketing Director, EHAAT), Maxwell Field (Essex Media).

**For more information please contact the Communications Team on 0345 2417 690.**

**Notes to Editor:**

* Essex & Herts Air Ambulance (EHAAT) is a Charity that provides a Helicopter Emergency Medical Services (HEMS) for the critically ill and injured of Essex, Hertfordshire and the surrounding areas.
* The service is provided free of charge but, unlike NHS emergency services, the Charity receives no direct funding from the Government or National Lottery. It costs £500,000 every month to keep the service operational and saving lives, and this would not be possible without the generosity and goodwill of people and businesses of Essex, Hertfordshire and beyond.
* Each of the Charity’s HEMS teams consist of two Pilots, a Pre-hospital Care Doctor and a Critical Care Paramedic.
* These teams, made up of highly-skilled individuals, tended to 1077 patients in 2016 and are the backbone of your local life-saving Charity.
* The fleet, consisting of two Air Ambulances, and four Rapid Response Vehicles (RRVs - cars) operates seven days a week from 7am to 9pm. After sunset, the Critical Care Team continues to provide the service using Rapid Response Vehicles.
* In addition, a Rapid Response Vehicle is operational on a Friday and Saturday evening from 6pm until 2am with a Pre-hospital Care Doctor and Critical Care Paramedic.