MINICABIT SUPPORTS NHS CHARITIES TOGETHER WITH ‘FARES THAT CARE’ CAMPAIGN THIS WINTER

Wednesday 14 December, 2022

14th December 2022. minicabit, Britain’s largest and most visited cab comparison site, is launching its ‘*Fares that Care*’ campaign to support the wellbeing of NHS staff, patients and communities this winter. minicabit will itself donate £1 to NHS Charities Together for every cab trip booked now on its website, app and partner channels that’s completed by 31st January 2023. This coincides with the launch of its brand new mobile app which will showcase quotes for the cheapest cabs, now including Electric Vehicles, from local Private Hire Operators around the UK.

This campaign is the latest example of minicabit’s support for the NHS. During the pandemic when the UK first went into lockdown in 2020, minicabit raised over £250,000 to fund free cab trips for NHS staff UK wide to reach the frontline when public transport was restricted. Recently, with co-funding from the UK’s innovation agency, Innovate UK, it launched a comprehensive online cab booking system for NHS teams across different sites which also enables them to track their savings on cab spend and carbon footprints.

Amer Hasan, CEO of minicabit, said : “Since the peak of the pandemic, the challenges that NHS staff and their communities face have only gotten tougher, especially this winter. minicabit stepped up when transport was a key concern, now the issues are broader. So we approached NHS Charities Together as its network of 230 NHS charities across the UK means reaching those in need on a much wider scale as they know where help is needed most.”

Ellie Orton OBE, CEO of NHS Charities Together, said “ We’re delighted that minicabit has stepped up again to help us support our NHS staff, patients and communities all over the UK. At a busy time when people are booking travel for their Xmas parties and airport trips UK wide, minicabit donating from its own revenues will mean a lot to the charities we support in this crucial winter period. We hope many will take advantage of its cab fares that care, and help the NHS go a bit further for everyone this Christmas.”

~ Ends ~

NOTES TO EDITORS

About minicabit

minicabit is the UK’s largest online cab comparison service, enabling fixed quotes set by Private Hire operators across Britain to be compared and booked up to 12 months in advance. minicabit has registered over 800 licensed Private Hire Operators, and enables bookings in over 550 towns & cities across the UK. Rather than using one fleet’s metered price, minicabit’s innovative business model presents the widest number of quotes from both the journey’s start and *end destinations, increasing choice for customers, and reach for local Private Hire operators.*

minicabit is also the UK’s highest rated cab service platform on Trustpilot, and is the official UK Private Hire booking platform for many top travel brands, including London Heathrow Airport, Expedia and booking.com. minicabit was the first app ever to win offers on BBC TV's Dragons' Den programme, and counts the international mobile operator Telefonica as one of its investment partners.

Contact media@minicabit.com, Tel: +44 (0) 207 129 7070

About NHS Charities Together

NHS Charities Together is the national charity caring for the NHS, working with a network of over 230 NHS charities to provide extra support in every hospital, health board, ambulance, community, and mental health trust around the UK. To date NHS Charities Together has allocated over £146 million to fund a range of projects supporting NHS staff, patients and volunteers. These include counselling services, helplines, and other mental health support for NHS staff, plus training for emergency responders, research into long COVID, and specialist services and equipment. The charity has also funded over 325 community organisations to tackle health inequalities and prevent ill health in the community, helping to reduce the pressure on overstretched NHS services. Together we can help achieve better health and care for us all.

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