Vehicle Rescue Provider Partners With Macmillan Cancer Support

Tuesday 4 August, 2015

startrescue.co.uk, the rapidly expanding motor breakdown cover provider,has teamed up with Macmillan Cancer Support in order to raise as much funds as possible for the charity by making a donation for every new policy sold directly through its website.

startrescue.co.uk has been providing a reliable vehicle rescue service since 2009 and its ever increasing customer base forms part of parent company Call Assist Ltd, which provides service for over 1.5 million vehicles in the UK. Both companies have a dedication to their social responsibility which has led Macmillan Cancer Support and startrescue.co.uk to achieve a charitable partnership. They were previously associated with the World Land Trust for 5 years, working hard to offset the unavoidable greenhouse gas emissions from startrescue.co.uk vehicle rescues.

This new partnership sees startrescue.co.uk helping to raise funds to support Macmillan to reach and improve the lives of everyone affected by cancer. There are currently 2.5 million people living with or beyond cancer in the UK today. This is set to hit 4 million in the next 15 years.

startrescue.co.uk's rapidly growing base of new customers will be directly linked to fundraising efforts for Macmillan services and the breakdown company has included a contribution for its current customers within its overall donation pledge to Macmillan.

Carla Pilsworth from Macmillan Cancer Support is positive about the new partnership stating, *"We are delighted to be working with startrescue.co.uk. The money that is raised will help us fund more of our vital services and help us reach even more people affected by cancer."*

Roger Watts, startrescue.co.uk Business Development Manager echoed Carla's thoughts with,*"Macmillan has reached millions of people affected by cancer and we are proud to be promoting the high standards of our motoring assistance services to benefit this very worthy cause."*

All data has been obtained from startrescue.co.uk and Macmillan Cancer Support.

Notes for Editors

startrescue.co.uk

www.startrescue.co.uk is a trading style administered by Call Assist Ltd, which has been providing breakdown services on behalf of many insurance brands for the past 16 years. Call Assist Ltd currently services more than 1,500,000 policyholders through a large network of approved recovery agents throughout the UK. An additional network in Europe provides assistance in more than 45 countries.

For more information, please contact enquiries@startrescue.co.uk or Roger Watts on 01206 771 775.

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