

ANGLIA

LIFT OFF

ISSUE 27 SUMMER 2012

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Welcome



MAKING PROGRESS.....

Welcome to this issue of 'Anglia Lift Off'. The great British summer is always a very busy time for the Charity as our staff and volunteers are out and about attending all sorts of events that help keep the two helicopters in the air. We are extremely fortunate to enjoy enormous support from across the region. One example is provided by a group from Fakenham, who visited our new base at Norwich Airport recently. You can read about them on page 4.

Since the last issue the Charity has been strengthened by the appointment of a Director of Fundraising and Head of Communications. Peter Rosenvinge and Diana Jakubowska, both of whom bring huge experience from the charity and healthcare sectors, will play vital roles as we seek to introduce night-time flying later this year.

You will read, on pages 6 and 7, a marvellous insight into our work from Cambridge News reporter Rachel Allen. Rachel was one of a number of journalists, photographers and reporters who took part in a recent course that qualified them to fly on our helicopters. Having attended the same course myself, I have since experienced my first day as a member of the crew. To witness the work of one of our medical teams at first hand, and the skill of the pilot in landing the helicopter close to the location of incidents, was a rare privilege. We are fortunate to be able to provide this life-saving service to the people of East Anglia and it is you, our supporters, who make this possible.

I'd like to take this opportunity to ask for two specific bits of help? First, we are looking to raise the profile of the Charity across the region. One way of doing this is to position "Support your local Air Ambulance" signs in prominent places, such as on land or houses adjoining busy roads. Are you able to provide a suitable site? If so, please contact us. Second, we are staging a fundraising dinner at King's College Cambridge on 14th December, and need help from people who would like to join the organising committee. If you love fashion, parties and the high life, and would like to help stage a magical evening at a wonderful venue on a fantastic day of the year, please get in touch. Our number is 0845 066 9999.

Finally, we will be holding a series of Open Days across the four counties at the end of the Summer to enable everyone to see our helicopters and meet our crews. We want to thank you in person for everything you do to help us, and hope that you will bring a friend or two along with you. If every one of our supporters were to recruit another person, whether as a volunteer, a donor or a lottery player, there would be no stopping us! We'll contact you soon with details of the dates and locations.

Thank you for being part of the EAAA team. We need you today: you may need us tomorrow. Together, we save lives.

Tim Page
Chief Executive

CONTENTS

NEW HELIPAD OPENS	4
FUNDRAISING WALK AFTER CRASH	5
REPORTER JOINS CREW	6
VAUXHALL'S SUPPORT	8
EVENT CELEBRATES 10 YEARS	10
SUMMER EVENTS	11
POUNDS FOR PENALTIES	12
BEACH RESCUE	15
GIFT OFFER FOR LOTTERY PLAYERS	16
MARATHON EFFORT	18
RACING HQ FUNDRAISER	21
HOW TO HELP	22

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Design White Space Design

Cover picture Anglia One at Titchwell
(see page 15)

NEWS

Helipad opens as new aircraft progress

A dedicated landing pad has been opened at Peterborough City Hospital (pictured right) which will allow us to airlift patients almost to the door of the Accident and Emergency department.

It's thought transfer times from the aircraft to the hospital will take less than two minutes – vital for many of the seriously injured or critically ill patients we bring to the hospital.

Anglia Two took part in the official opening ceremony for the helipad by flying in for a special landing at the site in Bretton. However, just a few days before the site was officially open it had also landed there – bringing in the first emergency patient to use it.

Chris Donaldson, EAAA Area Fundraising Manager in Peterborough said: "This will be of enormous benefit for the patients we airlift in the west of the region. It will also make our service far more visible to the people of Peterborough who so generously support our life-saving work."



Meanwhile pictured above is the next generation of East Anglian Air Ambulance helicopter under construction at the German head office of Eurocopter in Donauwörth. The model is an EC135T2e and we hope to take delivery of it during the summer. It will be fully night-capable to allow us to extend our operations to night-time flying.

Which air ambulance charity?

Our charity lottery is one of the most successful in the region and continues to grow thanks to the hard work of our team of canvassers who operate by calling door to door. They always carry identification and never ask for cash donations. Many of them are pictured on our website and we are always happy to take calls in the office to verify identity.

By supporting the EAAA lottery you are funding the only dedicated air ambulance operating in our four counties of Bedfordshire, Cambridgeshire, Norfolk



and Suffolk. Our aircraft carry much of the equipment you would find in an A&E unit in hospital. We work under a written service level agreement with the local ambulance service to cover the whole of the East of England together with our Essex and Herts Air Ambulance colleagues.

Meanwhile there are a number of similar charities who operate in our area and have also been actively canvassing for their own lotteries. Whilst we accept competition from other charities and realise that supporters are free to give their money to whichever charity they wish, we are asking our loyal supporters to spread the word about the East Anglian Air Ambulance and perhaps assist friends who may be unsure whether they are supporting us or another charity.

You may encounter The Air Ambulance Service, Magpas, The Children's Air Ambulance and possibly air ambulance services for neighbouring counties. As many readers will already be signed up to our lottery anyway we would encourage you to pass this copy of 'Anglia Lift Off' to a friend. The easiest way for someone to be sure they are joining our lottery is to fill in the form on page 17.

Fakenham fundraisers thanked

Since the early days of the Charity we have been fortunate enough to have had tremendous support from a group of volunteers in Fakenham. Among their many achievements was the running of a charity shop in the town to raise funds for the EAAA. The efforts of the entire group have been wonderful but particular mention must be made of Sylvia Howell and Betty Powell's contributions.

Following the closure of the shop the group of supporters recently attended a reception at Norwich Airport to thank them for their work. It was an opportunity to see the results of their fundraising and to meet the crew of Anglia One and members of the management team and trustees.

Chief Executive Tim Page said: "It was a great pleasure to welcome this group to our headquarters, and to be able thank them personally for all they have done. I was delighted to hear of their intentions to continue fundraising for the Charity and I know they will continue to be great ambassadors for us in Fakenham."

FAMILY TO WALK FOR AIRLIFTED DARREN

A Suffolk man, who nearly lost his life in a serious car crash, is to join his family in a sponsored walk to raise money for the EAAA after the medical team on board helped save his life.

Darren Betts (20), suffered multiple injuries when his car left a wet road and crashed into a tree on the A1120 near Stowmarket on August 23rd last year. He had serious head injuries, a broken neck and other injuries to his arm, face and legs.

His family have paid tribute to one of the first people at the scene – a former Accident and Emergency Sister from Bedford Hospital who, realising how serious the incident was, immediately tried to help Darren as others alerted the emergency services. Sue Ashman, from Flitwick, who now works for a local doctors' surgery, had seen many badly injured patients during her years at the hospital and climbed into the wreckage of the car beside Darren to help him. She said modestly: "I just did what anyone would have done, and I didn't tell people at the time I was a nurse but I knew what to look for and how to try to keep his airways open."

Emergency services soon began to arrive and the air ambulance was called – landing in a field nearby. Sue added: "They did a fantastic job, everybody was marvellous – and everyone who came to help was so kind. Even as they worked to free Darren, one of the police officers was looking after me too."



Family members help Darren learn to walk again



Darren gets a visit in hospital from family pet Bovril



Darren was flown to Addenbrooke's Hospital and Sue and her husband feared the worst. Meanwhile the police had tracked down Darren's mum Juliet at her workplace, from where a friend took her straight to Addenbrooke's. Other members of the family including Darren's brother Shaun and sister Rae were frantically contacted by Juliet's mum and were soon also on their way to the hospital.

Juliet said: "Darren was still in A&E when I got to the hospital. He was under sedation but he was soon taken to the intensive care unit, where he remained in a coma for a week. Later we were all told to prepare for the worst."

The next few weeks continued to bring worries, as Darren appeared to make progress but then worsened again. He was in and out of intensive care as doctors did their best to help him. The family stayed at the hospital, taking it in turns to be with him.

After around three months in hospital, during which time Darren had progressed to using a wheelchair and had undergone rehabilitation to help him walk again, he was allowed home in November to continue his recovery. Shortly before Christmas he started going back to work for occasional half days but in the new year he was able to build up to a full time return to work at Greene King in Bury St Edmunds, where he is an electrical engineer.

Now Juliet and Rae are organising a two-day sponsored walk which will see them start from the site of the crash and arrive at Addenbrooke's at the same time that Darren arrived there a year to the day from the crash. Darren will join them, along with the family dog Bovril. They have also had support from local councillors and their MP Dr Dan Poulter who takes a keen interest in the work of the EAAA.

The family will walk to the helicopter landing site – a golf course near Addenbrooke's – from where patients are then transferred for the last section of the journey by land ambulance. Juliet said: "We want to raise awareness of the fact that there is no helipad at Addenbrooke's, which many people are astounded to hear."

Friends and other family members are expected to join them for all or part of the walk. Rae, who gave birth to a son in May, hopes to build up her walking in preparation for the walk once things have settled down with their new arrival.

She said: "We have all been given great encouragement and support to do this from our employers and we're looking forward to raising funds and awareness in this challenge. We have never done anything like this before but we really want to help those who saved his life including the air ambulance and those at Addenbrooke's."

To support the Betts family in their fundraising, please visit <http://uk.virginmoneygiving.com/dazsairwalk>

CREW MEMBER COURSE FOR CAMBRIDGE JOURNALIST

Earlier this year we invited some media professionals to undertake training from our aircraft operator Bond Air Services, which will allow them to fly on our helicopters as observers to raise awareness of our work. Among those who attended was Rachel Allen, health correspondent with the Cambridge News. Her article and pictures are reproduced with kind permission from the Cambridge News.



BECOMING a crew member on the region's air ambulance is both a privilege and a challenge, as I found out. Marshalling, stretchering "patients" and helping the pilot start up the helicopter safely were part of the training I received during a five-day Helicopter Emergency Medical Service (HEMS) crew member course.

This course, albeit with more medical training, is carried out by the medical staff who work on the air ambulance. The rare opportunity presented itself when Tim Page, Chief Executive of the East Anglian Air Ambulance, offered to provide the training that would one day allow myself and six others (including the Chief Exec himself) to gain first-hand experience of the emergency medical care given to people across Cambridgeshire.



The group who undertook the HEMS course with EAAA

It felt like going back to college on the first Monday, arriving at The Holiday Inn at Impington.

The plush conference facilities and refreshments at the hotel were provided to the EAAA charity free of charge – as the company is one of its many big supporters. I didn't really know what to expect but was full of anticipation for what I was going to learn – a bit geeky I know!

Training captain/pilot Dave Nicholls took us through the preliminary topics of HEMS operations and air law with some intriguing anecdotes of where others had gone wrong and breached safety regulations.

Learning about the principles of flight and how the pilot controls the helicopter was by no means easy – certainly not for a novice like me.

We found out about the changes in air pressure as you gain height and also how the collective and cyclic levers are used to change the pitch (angle) of the rotor blades during take off and flight.

Dave managed to explain the subject in layman's terms for those of us without the prior knowledge – there were three of seven who had the added advantage of previously working with aircraft.

The exciting hands-on part of the training started on day two when we headed to the EAAA base at Cambridge Airport and were talked through the various parts of the helicopter.

Have you ever heard of a fenestron or a frangible fairing? I hadn't.

The fenestron is the encased tail rotor, which



looks similar to a fan with 10 blades, and ensures that the aircraft's body does not rotate in the opposite direction to the main blades.

The frangible fairing is the fin underneath the fenestron which acts as a protective barrier or buffer in case the tail rotor hits something.

We also found out why it is essential to get the "all clear" when approaching or leaving the helicopter while the blades are moving.

Blade 'sailing' can occur when starting up or shutting down the helicopter's engines as the blades are travelling at a reduced speed and can be affected by wind – causing them to move up and down unpredictably.

This could prove fatal if you don't follow the correct procedures and communicate efficiently with the pilot.

Dave demonstrated how marshalling signals are used to help the pilot start up the engine safely.

The signals can also be used to help the pilot land in a specific space during a medical operation such as a field – a few simple signals direct the pilot to move to the left/right/up/down before landing.

On day two we also got a taste of how crews get the patient on and off the aircraft in a stretcher.

The group took it in turns to be stretchered on to the helicopter after the passenger chair had been removed.

I ended up avoiding the "patient" experience but am now a dab-hand at helping to get the loaded stretcher on and off the aircraft without dropping it!

The course was spread over two weeks so we didn't return to the airport for more hands-on training until the following Monday.

We started the day with a 10-minute familiarisation flight across Cambridge which demonstrated how we should board the aircraft swiftly and safely.

Later, the roles of the pilot and crew members were defined as well as picking appropriate landing sites, which involves many factors: shape and size of the site and obstacles including overhead wires and hills or uneven ground.

The course was rounded off with the most testing subjects, meteorology and navigation, on the Tuesday.



It's amazing what you can learn in a matter of hours – we learnt to read a coded weather forecast, the different weather factors that determine whether a flight would be safe or not, and navigation techniques that help pilots pinpoint exactly where the patient is – invaluable in rural areas like East Anglia.

Even with all of the state-of-the-art equipment inside the aircraft, including a GPS system, they retain old-school map reading as it is a failsafe method.

The course culminated in a 'line test' on the Wednesday which involved aiding the pilot with the start-up process and entering/exiting the rotor blade zone safely as well as carrying out pre/post-flight checks.

This was followed by a written test back at The Holiday Inn which was challenging to say the least. However, I came out with a score of 80 per cent, which I am fairly pleased with.

I am now qualified to fly with the EAAA and feel privileged to have been given the opportunity to learn such invaluable skills and gain an insight into the many technicalities.

It was an amazing course and I have nothing but respect for the paramedics, doctors and pilots who work professionally and tirelessly to save lives 365 days a year.

To see more of Rachel's articles please visit:
www.cambridge-news.co.uk

✓ BUSINESSES ON BOARD

VAUXHALL DONATION AFTER AIRLIFT



One of Bedfordshire's best known companies Vauxhall Motors has made a generous donation to the Charity after a member of staff was airlifted from the company's van plant in Luton. The employee had suffered a serious injury, but after making a good recovery visited Cambridge Airport recently with colleagues, to find out more about the service and hand over a cheque for £10,000. Bedfordshire Area Fundraising Manager Paul Airtion said: "We are extremely grateful to Vauxhall, who we have worked with for a number of years, for yet another display of generous support for the air ambulance. Donations from our valued corporate supporters make a huge difference to our work and I am delighted to hear that the casualty is making such good progress after his injury."

REGION'S HOTELS DONATE DRAW PRIZES

A number of our supporters have taken up prizes donated by leading hotels in our region for our 10th anniversary draw and Spinning Plates initiatives. Pam and Lee Miller from Bury St Edmunds won a break at the boutique hotel The Crown at Woodbridge where chef/patron Stephen David is a long-standing supporter of the Charity,

Meanwhile Dr David Steel and his wife Joan from Yoxford who support a number of initiatives to help the EAAA enjoyed their prize of a break at the Bildeston Crown to coincide with Dr Steel's birthday.

And The Swan at Lavenham (right) is preparing to welcome members of the York family from Peterborough soon. The Swan very generously donated a 'romantic break' as a prize and is supporting the Charity in a number of other ways.



BUSINESS BRIEFS

A health and safety initiative by **Biffa Waste** sites around Norfolk has raised over £5,000. The company donates £5 to charity for every day that no accident is recorded. EAAA was delighted to be chosen to receive the funds raised as a result of Biffa employees' safe working practices.

Family-run business **Eastons Coaches** of Stratton Strawless, who are long time supporters of the Charity, held an Open Day, which raised more than £2,260 thanks to ticket sales, donations and an EAAA merchandise stall.



Cambridge-based **Aveva Solutions** has generously given £1,000.

We have been chosen as the charity of the year by **Brantano Footwear**, based at Kempton in Bedfordshire.

The Technology Partnership Labtech Ltd in Melbourn raised over £1,500 at the Annual UKASF Conference, which it hosted.

Three major firms in Peterborough have chosen the EAAA as their charity of the year this year. We are grateful for the support of **Frontline**, the distribution arm of Bauer Media; **HSBC** and **DHL-Debenhams**, which is the distribution centre for the department store.

Our wonderful supporters at **High Lodge** in Suffolk held another fantastic clay shooting event, raising nearly £3,400. It brings the total the centre has donated over the years to more than £12,000.

Keir Group, which is based in Bedfordshire, recently donated £400 because high standards of safety had been maintained at a site in Norwich. The two staff members asked to pick a charity to receive £200 from each both chose the EAAA because of its value to motorcyclists and motocross enthusiasts.

Ipswich-based **Suffolk Life** has chosen to support the EAAA as its charity of the year with many fundraising events planned.

Chilford Hall at Linton near Cambridge held a series of Christmas party nights raising nearly £900.

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UNSUNG HEROES

Many people who choose to help the East Anglian Air Ambulance Charity do so because of a link to our work. They may know someone who has been rescued by our life-saving crews or have even been helped themselves. The long-standing supporters featured here fall into that category. Although their efforts are exceptional, assistance from all our dedicated volunteers plays a big part in our vital fundraising operation. We always welcome help from anyone who can spare even just a few hours occasionally and give training and support whenever it is needed. If you think volunteering might be for you why not contact your local EAAA office (see page 3) to find out more?

THE BAKER FAMILY

Jane and Richard Baker together with daughters Sarah and Bethany run a huge two day rural pastimes and vintage agricultural event at their 400-acre arable and rare breeds farm near Attleborough. It's been going 10 years and has grown from quite small beginnings to the weekend event it is today. In that time the family have raised over £10,000 for the Charity. South Norfolk Area Fundraising Manager Hannah Clay said: "The Baker family have been so supportive to us over the years – and we really do appreciate all the effort they and their committee put in to making this weekend such a success. It's a real pleasure to be part of such a wonderful event."



WHY THE AIR AMBULANCE?

Our daughter Sarah was airlifted after a horse riding accident 10 years ago. She worked at a livery stables and had been going to take a client's horse into the arena to exercise it. But at the gateway the horse spooked at the arena surface and refused to go in. He started rearing and Sarah knew she would be unable to stay on so tried to jump clear, but the horse fell before she could do so. Although she did not take the full impact of the animal landing on top of her, she caught her leg and dislocated her hip. Luckily Sarah's sister Bethany was also

at the stables and managed to raise the alarm. An ambulance was called but the helicopter was sent out straight away.

The crew were absolutely wonderful and we can't praise them enough. They got Sarah to hospital in around eight minutes. It would have been a much more difficult journey by road. She was in hospital for about 10 days and off work for a month. Although she did recover sufficiently to ride again, she still has to have occasional physiotherapy even now and the doctors haven't ruled out the possibility that further surgery might be required in the future.

HOW DO YOU SUPPORT THE CHARITY?

After Sarah's fall we decided we would raise some money by putting an engine and a threshing drum on the village green for half a day and selling soup, coffee and tea to people who wanted to have a look at them. We took donations for both the EAAA and the fund for a new village hall which local people were trying to get built at the time. We raised about £250 for each and the village hall has long since been built so now we concentrate our efforts on the air ambulance.

During the last 10 years the event has grown into the Little Ellingham Working Weekend – we expanded it to two days about five years ago. Now we have people bringing vintage vehicles from all over East Anglia and we have ploughing



competitions on both days. We also have a tractor run on the Saturday which rounds off the day and last year we introduced an evening Harvest Supper event too, which we will be doing again this year.

We also have all sorts of displays and stalls including craft stalls, vintage vehicle and agricultural auto-jumble, a car boot sale and refreshments for visitors to enjoy and it's turned into a real fun for all the family occasion. We get around 4,000 visitors over the two days and people come from far and wide to it.

WHAT HAVE BEEN THE HIGHLIGHTS OF YOUR EVENTS?

We try to have some really good attractions every year but also do something a little bit different at every show to keep it fresh. A couple of years ago we introduced a display called the Flying Fergies which was absolutely brilliant and we are delighted to have them back again for this year. They are a group of Ferguson tractor enthusiasts from Suffolk who have put together a Red Arrows style display. To see all these little grey Fergies racing around the arena weaving in and out and making all the formations is very entertaining. But it's impossible to pick out all the highlights as we have had so many crowd pleasers in that time. Even the sheep shearers who came last year for the first time put on a fantastic show.

WHAT HAVE YOU GOT PLANNED NEXT?

This year's event takes place over the weekend of 11th and 12th August and we are really looking forward to it. As well as the Flying Fergies we've got a special display this year of heavy horses. We have sometimes had a few horses who have taken part in the ploughing but this year we will have the Eastern Counties Heavy Horse Association and they will probably have about 15 or 20 horses here on the weekend. We expect them to be very popular with our visitors. The birds of prey display will be back too and we will have the Harvest Supper again as well as a band playing on Saturday night. It's all shaping up to be a really special event as we celebrate our 10th anniversary. As ever there will be no charge for parking and children will also be admitted free.



Events

Friday 22nd June

AN EVENING WITH JOHN SIMPSON, LEISTON

John Simpson CBE, the BBC's World Affairs Editor will talk about his life and career at the Sizewell Sports and Social Club, Leiston, in an event raising money for the EAAA. The distinguished journalist has reported from warzones around the globe since starting work with the BBC in the 1970s. Tickets for this evening cost £8 and can be purchased by calling 01728 604406 or 01728 648649.

Saturday 23rd June

LOWESTOFT AIR FESTIVAL GALA DINNER DANCE

The Hotel Victoria at Lowestoft is the venue for this prestigious event which takes place during the weekend of the Lowestoft Air Festival – where our fundraising team will also be in attendance on both days. The event involves a cocktail reception, four course dinner, live band and a chance to meet our aircrew as a charity auction is held for the EAAA. A table of 8 costs £400 but individual tickets are also available at £50 each. For more information or to book tickets please contact 01502 587027.

Sunday 8th July

USAAF WWII EVENT, BEDFORDSHIRE

Raising money for the EAAA, this event commemorates the 306th Heavy Bomber Group which operated B-17s out of Thurleigh Airfield in North Bedfordshire during the Second World War. Mainline Big Band will be performing American-style music of the era and there will be a display of military vehicles. Tickets can be bought in advance at £5 from our Bedfordshire fundraising office – admission on the day will cost £8 with accompanied children free.

Sunday 15th July

THETFORD MCC BIKE SHOW

Thetford MCC are fantastic supporters of the Charity and they are generously holding their annual show in aid of the EAAA once again. They also held their annual Easter Egg run for the Charity this year (pictured) when

The events on this page are all raising money for the EAAA and your support would be very much appreciated. If you are organising an event for the charity please let us know about it in advance and we will help you to promote it. Details of future fundraising events can be found on our website, where you will also find a form to download and send back to let us know about your fundraising activity.



they visited the Laburnham Grove Sheltered Housing Complex and treated residents to motorcycle rides.

Sunday 22nd July

THE DOCK TAVERN CHARITY MUSIC FESTIVAL, GORLESTON

This is the third annual music day run by the pub and this year the EAAA is one of the charities to benefit. Artists this year will include Live n' Loud, Distant Sun and Guy Nottage to name but a few. All the artists give their time for free to help the chosen causes. The pub holds various fundraising events in the build up to the day and details can be found at www.thedocktavern.com – or just pop in.

Wednesday 25th July

SANDRINGHAM FLOWER SHOW, SANDRINGHAM NORFOLK

The East Anglian Air Ambulance is to feature in the Sandringham show garden competition this year. Willow sculptor John Shone who built the Spitfire aircraft pictured here will be making a half-size model of a helicopter as one of the displays. Our fundraising and promotional team will also be at the show.



Saturday 11th & 12th August

LITTLE ELLINGHAM VINTAGE WORKING WEEKEND, NORFOLK

This is a tremendous fundraising event for the Charity and celebrates its 10th anniversary this year at White Lodge Farm in Little Ellingham, near Attleborough. Admission is £5 per day with free parking and free admission for children. A weekend ticket for both days costs £8. For more details see page 10.

Sunday 12th August

BEDFORD MG OWNERS' CLUB PILGRIMS RUN

This popular annual event takes a wonderful scenic route through the Bedfordshire countryside and this year has been opened up to all classic vehicles. To find out more or to take part please contact our Bedfordshire fundraising team (see page 3.)

Saturday 1st September

THE SHEENE RIDE, FLITWICK, BEDFORDSHIRE

A series of motorcycling rideouts through Bedfordshire starting and finishing at a fundraising bike show at The Rufus Centre in Flitwick. Attractions will include show bikes, traders, music and refreshments. Full details are available from our Bedfordshire fundraising office (see page 3.)

Sunday 23rd September

NEWMARKET OPEN DAY

Many stable yards in Newmarket will be open today raising funds for the EAAA and two other charities. There will also be additional attractions open in the town and a host of activities taking place during the afternoon at the Rowley Mile Racecourse. More details about the event can be found on page 21.

Sunday 30th September

RUNWAY RUN, SOUTH NORFOLK

A date for your diary as we get set for the annual East Anglian Air Ambulance Runway Run. Always a popular event it will once again be held at Tibenham Airfield south of Norwich. For advance information please email us at: runway@eaaa.org.uk.

FABULOUS FUNDRAISING

Fundraising events help us to keep the two air ambulance helicopters serving the people of Bedfordshire, Cambridgeshire, Norfolk and Suffolk seven days a week. If you have organised an event why not send pictures and details of the day to Liftoff@eaaa.org.uk and we will try to feature them in these pages. If the stories here inspire you to raise some money then the fundraising manager for your area would be very pleased to hear from you. Contact details are on page 3.

POUNDS FOR PENALTIES



A hardy team of football enthusiasts braved appalling weather conditions to help raise funds for the EAAA and another charity at Peterborough United's London Road stadium. The penalty shoot-out fundraiser was the idea of Marco Sementa and was endorsed by the club, as it has been supporting the Charity throughout the season. We are very grateful to all at The Posh for their support this year and all who took part to help reach their fundraising 'goal'.

SCHOOL HAS RECIPE FOR SUCCESS RAISED: £4,500

Children at a Norfolk junior school are celebrating the success of their own celebrity cookbook after sales raised more than £4,500 for the East Anglian Air Ambulance.

Pupils from Kinsale Junior School, in Hellesdon, enlisted the support of Paul Lambert, Galton Blackiston, Becky Jago and David Adlard to create recipes for their

Norfolk Children's Healthy Cookbook. The books then went on sale in Asda's Hellesdon store, with all profits going direct to the charity.

The book was the brainchild of the school's Aquila club – a group of talented children who meet once a week before school and like a challenge.

IN MEMORY OF LILY

Nearly £4,000 has been donated to the East Anglian Air Ambulance Charity in memory of a much-loved Stowmarket schoolgirl.

Lily Webster (15) was taken ill during a school PE lesson in which pupils had been using a trampoline. The air ambulance attended and our doctor and

critical care team worked alongside their colleagues from the land ambulance, but unfortunately Lily could not be saved.

Stowmarket High School's headteacher Keith Penn led the tributes on behalf of the school and said Lily was 'popular, active and bright.' Fundraising activities at the school have contributed to a total

of £3,750 raised in Lily's memory, which also included donations in lieu of flowers at her funeral and a midnight walk organised by her mother Melanie. Combs Middle School also contributed with a dress down day.

We are very grateful to all who have been kind enough to support the charity at this very sad time and send our condolences to all who knew and loved Lily.



FREDDY WRITES BOOK TO SAY THANKS RAISED: £2,200

A Cambridge schoolboy who broke his leg in a car crash, which also left his father seriously injured, has written a book about his ordeal to raise money for the EAAA after Anglia Two came to their rescue.

Freddie Parkins (7) was helped to write the book by his mum Sarah and has since been selling it for £3 a time to bring his fantastic fundraising total to more than £2,200. He included helpful advice for anyone else suffering a broken leg with his top 10 tips on coping with the injury. They include: "Try talking to someone when you have an injection to keep your mind off what is happening" and "Be patient as you will soon get better."

The book was printed free of charge by Cambridge Printers and Freddie brought a copy along to Cambridge Airport where he met members of the air ambulance crew as well as firefighter Liam Wood who also attended the crash.

PULLING POWER RAISES POUNDS RAISED: £1,500

A group of 25 south Norfolk Cub Scouts called upon all their strength to raise money for the EAAA by pulling an aeroplane across the apron at Norwich Airport. The youngsters from the 43rd Saxlingham Nethergate Scouts pulled the Robin aircraft along a 600m stretch 16 times. It was all part of their fitness challenge badge.

A couple of months after the sponsored event the Cubs were back at the airport to present the £1,500 they had raised – and to take a close up look at the air ambulance helicopter too.

Meanwhile we've also recently welcomed a group of Brownies from Diss to the airport. They raised £100 by holding a Christmas market stall.



Members of Suffolk County Bowls England are pictured here with Anglia One and staff from the Charity after donating over £3,500. President Bill Quinton had chosen us as his charity of the year for 2011 and hosted a number of fundraising events.

DINERS DONATE RAISED: £270



Volunteers John and Val Laker (pictured) have been supporting the EAAA for some time by organising some wonderful dinners with the

Constantia Restaurant in East Runton, near Cromer. Their most recent event raised £270 through ticket sales and a raffle on the night. EAAA fundraiser Olly Larkin also attended the evening and said: "John and Val bring such infectious enthusiasm to their fundraising and I'd like to thank them, along with the owners of the Constantia Restaurant, for all they have done."

BIKERS REV UP THE REVENUE RAISED: £17,700

Bedfordshire-based Oakley Motorcycle club have pledged to support the EAAA again in 2012 after raising over £10,500 during 2011. One of their first events this year was the annual Easter Egg run involving more than 50 bikes (pictured) while member Daniel Emery raised £640 with a sponsored headshave.

The Copdock Classic Motorcycle Club in Suffolk donated £5,000 from their 2011 show and will continue their support this year with the annual show taking place at Trinity Park on 30th September. Another local club, the Road Runner Riders will be holding their fundraising BBQ and meet at The Fleece



Inn, Mendlesham, on 4th August.

Meanwhile the Norfolk Goldwings have raised nearly £2,200 with events throughout the year.

The support of so many motorcycling enthusiasts is always appreciated by the Charity.

THANK YOU...

It's not possible to mention every single donation in 'Anglia Lift Off' but we are very grateful to everyone who supports our work. Recently we've had significant sums given by:

- Ryston Park Golf Club, Downham Market and Tilsforth Golf Centre and Pavenham Park Golf Club both in Bedfordshire, who have all made us their charity of the year.

- A number of local councils have also been supporting us including Central Bedfordshire, Kempston Town Council's Mayor Adrien Beardmore and March Town Council.

- The Little Haugh Shooters hold an annual shoot for the Charity and have raised in excess of £3,500.

- Bridge players have enjoyed raising money for the EAAA with clubs at Kimbolton and Bassingbourn making recent donations.

Many people ask for donations to the charity in lieu of gifts for birthdays and anniversaries. Three couples in Melbourn, Cambs, all celebrated Golden Weddings in March. Between them the Chilvers, Mitchells and Sherwins raised nearly £1,500. Ruth Northrop from Barrington donated £870 from her 80th birthday celebrations and Pat Leonard from Taverham gave £450 following her 65th birthday.

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RECENT MISSIONS

If you take pictures of either of our helicopters out and about we are always pleased to receive them and, with permission, endeavour to use them in our magazine or online. Send your pictures to liftoff@eaaa.org.uk



COVER STORY BIRTHDAY BEACH RESCUE

Our stunning cover picture for this issue was taken by Martin Sutton, a retired police officer who happened to be nearby with his camera when Anglia One landed on the beach at Titchwell in Norfolk earlier in the spring.

The helicopter had been called to a man who had suffered a seizure and collapsed in the sand dunes. It was mobilised because of the location of the casualty and the difficulty a land ambulance would have had in reaching him. Captain Neil Waller was able to land the aircraft close to the patient and our clinicians Dr Katalin Fernando and critical care paramedic Jemma Varela were assisted at the incident by the Coastguard.

The patient, who told the crew he was celebrating his birthday that day, was flown to the Norfolk and Norwich University Hospital to undergo further investigations for his condition.

OTHER RECENT EMERGENCY INCIDENTS:

A woman who was badly injured in a fire at some flats was airlifted to a specialist burns unit after receiving treatment at the scene by the medical crew aboard the aircraft.



Supporter Tom Smith kindly sent us this photo when Anglia One landed in his garden. The crew were called to treat someone who had fallen and suffered potential spinal injuries. The aircraft initially landed at a local school but was able to relocate to Mr Smith's garden to get closer to the casualty, who was subsequently flown to hospital in just six minutes.

A 24 year old footballer suffered a serious leg fracture during a game. The aircraft landed on the football pitch to allow the man to be treated by the flying doctor and critical care paramedic before he was airlifted to hospital.

Anglia One was called to a 35 year old man who had suffered a heart attack in a remote rural location. The crew on the aircraft gave him treatment at the scene before flying him to one of the specialist Coronary Care Units in the region.



This picture of Anglia One was kindly sent to us by supporter Keith Walker from Norwich. He'd seen it land at Waxham Sands where the crew treated a woman who had fallen on nearby rocks, injuring her back, while she had been out walking her dog. She was flown to hospital in Norwich.

Two women were injured when the horse drawn carriage they were in overturned. The more seriously injured woman, thought to be in her sixties, was flown to hospital while the second casualty was taken to hospital by road.

A 15 year old girl who had suffered a head injury in a skateboarding accident in a coastal town was airlifted to a specialist head injuries unit in matter of minutes in a journey that would have been considerably longer by road.

A man was injured at an industrial estate in Bedford, requiring assistance from the crew aboard Anglia Two. The pilot landed on the road near the incident and the clinicians worked with their land ambulance colleagues to treat the casualty, who was a 31 year old man with head and chest injuries. Once stabilised, the man was taken to hospital locally by road.



The crew of Anglia One treated an 11 year old boy who had suffered a neck injury while playing rugby. He was flown to hospital in nine minutes.

Members of the public who had stopped to assist when a walker fell and injured her back and neck, were thanked for their help by the air ambulance crew. The woman was treated at the scene by the flying doctor and critical care paramedic team, along with road ambulance colleagues and was placed on a stretcher for the flight to hospital. However the ground was very uneven and several people helped the crew carry the stretcher in difficult conditions, to the helicopter.

LOTTERY



INTRODUCE A FRIEND AND EACH RECEIVE A FREE GIFT

Free cookbook for you and a friend when you introduce them to the EAAA lottery

Our lottery team have a sweet treat to give away to any existing player who introduces a friend to our weekly lottery draw. It's the kind generosity of our lottery players that enables our two aircraft to serve the people of East Anglia seven days a week.

As a lottery member your support is very much appreciated – but do you know someone else who might like to play? If they sign up, thanks to your recommendation (or if you buy it for them as a gift) then both you and the new player will each be sent a copy of our mouth-watering cookbook 'Pie in the Sky' (RRP £9.99).

The book contains recipes for some wonderful desserts including Chocolate Mousse Cake and Spiced Orange Pudding. Recipes were donated by some of the regions leading chefs and our own supporters as well as celebrities including the Hairy Bikers and Amanda Holden.

Terms and Conditions

1 Only one free cook book per existing and new member. 2 Cookbooks are dispatched as soon as the first payment from the new member has cleared. 3 The promotion will remain open, while stocks last, up until 31st December 2012. Any new applications received after it closes will be processed in the standard way. 4 Photocopies of the membership application form are accepted. 5 A direct debit instruction cannot be set up unless signed by the new lottery member. 6 We reserve the right to change the promotion if it is deemed necessary. 7 The lottery is only open to those aged 16 or above.



ABOUT OUR LOTTERY

Supporting the East Anglian Air Ambulance lottery is one of the easiest and most sustainable ways to keep us flying and saving lives. There are 18 main cash prizes including a jackpot of £1,000 which is won every week. We also have an accumulator prize which rises by £500 per week. The maximum it can reach is £25,000 and we have had several of our supporters win over £10,000. Everyone who plays the lottery is automatically entered into the accumulator draw. In this edition of 'Anglia Lift Off' we are running a special promotion for our members. If you introduce a friend who signs up to play our lottery you will both be sent a free gift. Terms and conditions apply – full details above.

HOW DOES IT WORK?

Once we receive your completed membership application we enter your details onto our lottery system. You will be sent a letter and membership card with details of your lucky number. Each Friday the winners are randomly selected from all our paying members.

HOW MUCH DOES IT COST?

Each 'chance' in our lottery costs £1 and you can have more than one 'chance' each week if you wish.

HOW DO I CLAIM MY PRIZE?

There is no need make a claim as we automatically send out all the winners' cheques by 1st class post on Friday afternoons. A list of winners can be found on our website www.eaaa.org.uk or you can ring the lottery hotline on 08451 309977. The results are also announced on Radio Norwich 99.9FM at 9am on Saturday morning. Some local newspapers also print our lottery results.

HOW DO I JOIN?

Simply complete the application form on these pages and return it to us at the address printed on the form. All players must be over the age of 16. If you would like to pay by cheque then don't forget to include this in with your application form.

If you would like more information our lottery team can be reached on 08451 307676. If you are reading this edition of 'Anglia Lift Off' because you are already a member of our lottery then when you have finished it, why not pass it on to someone else who might like to find out more about supporting our work in this way or take advantage of our special

'Introduce a Friend' offer on these pages and both you and the person you introduce will be sent a free gift.

LOTTERY JACKPOT WINNERS SINCE OUR LAST EDITION

For full details each week of the EAAA lottery winners and the current accumulator prize please visit our website – www.eaaa.org.uk. The results are published there first and as soon as possible after the draw is made. They remain available on the site for approximately one month. If you follow us on Twitter @EastAngliaAirAmb we also try to 'tweet' when the results are available, as soon as possible after the Friday afternoon draw.

Alternatively you can phone our lottery hotline on 08451 309977 or tune in to Radio Norwich 99.9 FM where the results are broadcast at 9am on a Saturday morning.

THE £1,000 JACKPOT HAS BEEN WON BY:

FEB 3	CATHERINE COLLINS	BURWELL, CAMBS
FEB 10	PETER CHUBB	IPSWICH
FEB 17	DILYS CLARKE	HUNTINGDON
FEB 24	MR & MRS DAVIS	ATTLEBOROUGH
MAR 2	MR D. EASTWELL	HARLESTON, NORFOLK
MAR 9	ROY COLLINS	HUNTINGDON
MAR 16	MRS P. MEEK	KING'S LYNN
MAR 23	MR J. LOFTS	HAVERHILL
MAR 30	MRS PAMELA TAYLOR	WATTON, NORFOLK
APR 5	ENID TIPPLE	EAST HARLING, NORFOLK
APR 13	MRS P. RYE	KING'S LYNN
APR 20	MRS K. ANSELL	EYE, SUFFOLK
APR 27	MR & MRS DOWN	STOWMARKET

The accumulator prize has been won on just one occasion since our last edition. On February 10 a total of £2,000 was won by Mrs Jones from Cambridge. Since then the accumulator has been building so we hope to have another big prize winner soon. Congratulations to all our lottery winners and thanks to all who have chosen to make a donation to the

Charity following a win. We'd especially like to thank those who have completed a Gift Aid form when making a donation. This allows us to claim 20% tax back from the Government, if the donor is a UK tax-payer at no extra cost to them. The form is available from our offices or website.

And don't forget we also have a scratchcard game with prizes ranging from £1 to £1,000. You can buy our scratchcards from some of our local lottery agents and from our fundraising teams at many of the events that they attend.

WINNERS' STORIES

Once again our lottery postbag has been full of letters from happy winners, letting us know how pleased they were to receive their prize. A number also returned some of their winnings to us, which is a very generous gesture. Some of the letters received recently include:

Towards the end of last week I was diagnosed with cancer. I was saying to my partner that I could really do with a thousand pounds to have a nice holiday, something we have not had for years.

Well you could not believe the shock I had when I opened your letter, you could have knocked me down with a feather. Especially as I never win so much as a raffle. So therefore I would like to thank you for the cheque and assure you that my partner and I will have a lovely well deserved holiday thanks to you.

Jackpot winner, Cambridgeshire

Thank you very much indeed for the prize cheque for £50. Such a surprise, I do not win anything usually. But I do believe in supporting air ambulances very much. If I could donate more I would.

Thank you again.

Prize winner, Gorleston

It was a lovely surprise when we received your cheque value £250 as a prize in your weekly draw. As we are fortunate enough to have no need of this money we have decided to split the sum three ways between local charities that we support. We therefore enclose our cheque value £100 as a donation toward your charity.

Winning couple, Whittlesey

We were delighted to receive your cheque for £1,000 as my prize in the draw. My wife and I would like you to share our good fortune by sending you a share of our winnings in a cheque for £250 to assist the good work the service carries out.

Jackpot winner, Norfolk

THANK YOU

The East Anglian Air Ambulance Charity is enormously appreciative of the support from our loyal lottery players. Your weekly contribution has generated millions for the charity since it started. Without your continued support, it would be very difficult for us to maintain the service we currently provide.

However, please don't forget to let us know if you move house, we'd hate to be sending a winning cheque to an out-of-date address.



Lottery membership application

Existing Lottery Member Details

Membership number
Name
Address
Post Code
Telephone

New Member Details (Please fill in your contact and payment details)

Name
Address
Post Code
Telephone

For cheque payment please complete below, for direct debit payments please fill in the form opposite

No. of chances per week
No. of weeks (min 13)
Total amount due £

Each chance costs £1 per week. Members must be aged 16 years or over.

All the data we hold is gathered and managed in strict accordance with the Data Protection Act (1998). We will not disclose any information supplied by you to any third party. We may contact you occasionally with information about other aspects of our work. If you would prefer not to receive these mailings please tick ☐

	Instruction to your Bank or Building Society to pay by Direct Debit	
Please fill in the form and send to: East Anglian Air Ambulance, Hangar E, Gambling Close, Norwich Airport, Norwich NR6 6EG		
Name and full postal address of your Bank or Building Society		Service User Number
To: The Manager	Bank/Building Society	4 2 2 7 4 6
Address		Reference (For office use only)
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Name(s) of Account Holder(s)		Instruction to your Bank or Building Society
Branch Sort Code		Please pay East Anglian Air Ambulance Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with East Anglian Air Ambulance and, if so, details will be passed electronically to my Bank/Building Society.
Bank/Building Society Account Number		Signature(s)
		Date
Banks and Building Societies may not accept Direct Debit Instructions for some types of account		

The sum of £	(Minimum payment of £4.34 per calendar month)			
Monthly (£4.34) <input type="checkbox"/>	Quarterly (£13) <input type="checkbox"/>	Half-yearly (£26) <input type="checkbox"/>	Yearly (£52) <input type="checkbox"/>	(tick box if applicable)
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Please return completed form (with cheque made payable to 'Friends of East Anglian Air Ambulance') to: Friends of East Anglian Air Ambulance, Hangar E, Norwich Airport, Gambling Close, Norwich NR6 6EG

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EXTREME FUNDRAISING

MARATHON RUNNERS RAISE THOUSANDS

Thousands of pounds have been raised by a dedicated group of runners some of whom defied illness and injury to take part in this year's Virgin London Marathon in aid of the EAAA.

WILL



Picture by marathonfoto

The fastest of our Golden Bond runners was 22-year-old **William Hazlegreaves** from Soham who finished what was his first marathon in 3hrs 19m – wearing his favourite hat (pictured.) Will from Soham was delighted with his time, having hoped to complete the race in around 3hrs 45m. He is already looking to next year's race where he would like to finish in under 3hrs.

Will said: "I hadn't run further than 16 miles in training and everyone had warned me that I might hit the wall at 20 miles, but I didn't. I kept taking lucozade and jelly babies and I think that I actually found it a bit easier in the last few miles."

The motocross rider, who is based at WildTracks near Newmarket, was also keen to raise more money for the Charity than any previous marathon runner. So far he has raised more than £3,500 and is aiming for a target of around £5,600.

Also delighted with her time of 4hrs 12m was school caretaker **Karen Mehew** who was running in memory of a colleague at Kimbolton School in Cambridgeshire. She has raised around £1,000 for the EAAA.

Karen was hoping to complete in under four and a half hours and is now looking to take part again next year – even though she'd previously never wanted to do a marathon! She said: "It was an amazing event and when the ballot for next year opened I was online at 7.30am trying to get a place."

EAAA Fundraising Manager for South Norfolk **Hannah Clay** had a less enjoyable experience on the day, having suffered a stomach bug the night before. Despite feeling unwell throughout the race Hannah battled on to complete it, finishing in 5hrs 43m. Hannah has raised more than £2,600 for the Charity.

It was also a difficult day for **Sandra Morton**, who lives near Hadleigh in Suffolk. Sandra stumbled in a pot hole near the start and knew that she had damaged her hip. At five miles she was in considerable pain but bravely carried on. However, close to 11 miles she had to withdraw from the race and was later taken to hospital where she spent the night, before being sent home on crutches. Her brave efforts have raised nearly £3,000 for the Charity, which Sandra has supported since her daughter was airlifted after a riding accident.

ALEX



Among the other runners who took part in the race were **Alex Gray** (pictured), from Ramsey in Cambridgeshire, who was running because his toddler son had previously been airlifted. Alex completed the run in a time of 5hrs 2m and has

raised over £850 so far. **Dene Aspin** who ran on a ballot place finished in 4hrs 52m and has raised £1,000. **David McQuade**, who is Chief Executive of Flagship Housing has raised over £4,000 and finished in a time of 4hrs 51m and **Richard High**, from Aylsham, who works for Hugh J Boswell in Norwich completed in 4hrs 48m. Meanwhile colleagues of David and Richard took on their own marathon challenge on treadmills in The Forum in Norwich. In a race between teams from the companies to complete the marathon distance while the London Marathon was screened live in front of them, it was Hugh J Boswell who took the honours.

ROB



A week before the London Marathon Chartered Accountant **Rob Bourne** took part in the Vienna Marathon, raising over £1,000 for the EAAA. Rob, who is the son of Charity Trustee Stephanie Bourne overcame a knee injury to complete the course in 4hrs 29m. Stephanie said: "We went to watch the race and it is very different to London, not as crowded and not really focussed on charity fundraising so I think some of the other runners were somewhat bemused at Rob raising money for the air ambulance."

We would also like to thank members of the Riverside Runners who took part in the St Neots half marathon and raised £600 for the Charity.



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In the saddle

'Air ambulance doctor saved my leg'

A Suffolk horsewoman who is still recovering from a serious riding accident in which she nearly lost part of her leg, has helped raise money for the EAAA by organising a horse show.

Zoe King, a founder member of the Stowmarket and District Riding Club, put on the event at Boyton Hall near Hadleigh after coming off her horse at a day of cross-country jumping training at Elveden.

The accident happened in October last year when Zoe and a friend had gone to school their horses over a wide variety of jumps available at the Elveden Estate. Zoe is pictured here on Ben, tackling some of the obstacles earlier that afternoon.

Zoe said: "I'd jumped all the larger fences on the course and we were finishing off with a one of the smaller and straightforward logs. The other horse refused so I offered her a lead but then Ben ran out too and started bolting back to the horsebox park.

"I was hanging on but out of the saddle and I thought it would be easier to jump off than risk falling under his galloping hooves. So I jumped and landed on my feet but the impact of hitting the ground at such a speed broke my legs."

Fortunately the two riders had another friend with them taking photos who called the emergency services and was able to lead the horses away before the helicopter arrived – landing very close to the jump where the accident happened, as our picture of Anglia One shows. Dr Matt Warner and paramedic Andy Downes were able to sedate Zoe in order to treat and splint her badly broken right leg before Captain Steve Norris flew her to the Norfolk and Norwich University Hospital.

Zoe added: "I started to come to again as they loaded me in the helicopter I remember trying to see out of the

window before we landed in Norwich. My surgeon later told me that if it hadn't been for the air ambulance doctor they would have had to amputate my right foot."

Although Zoe may not be able to ride again before early next year she is making a good recovery. After an initial 10 days in hospital she spent three months recovering at home before returning to work. As an agronomist she would normally do a lot of walking for work but has been able to remain office based while her leg recovers.

The day after the fundraising horse show, Zoe was due back in hospital for a further bone graft. She said: "I cannot believe how they managed to land the helicopter so close to where I fell. I can never thank the EAAA enough for their rapid response."



CHARITY IS RACEDAY WINNER

A day of horseracing and Easter family fun has given a boost to EAAA fundraising in Norfolk. Great Yarmouth Race Course played host to members of the Norfolk Racing Club who have supported the Charity for some time. Our fundraising team had a stand at the event to raise awareness about our work and accept donations.

Thanks to the club, the Charity was named as sponsors of the East Anglian Air Ambulance Median Auction Maiden Stakes and Area Fundraising Manager Hannah Clay was invited to present the prize to the connections of winning horse Big Wave. Hannah also presented a prize to the groom of the best turned-out horse, race favourite Knight Vision.

Later in the day the Norfolk Racing Club also held a raffle for the EAAA with a signed Lester Piggot print raising around £400.



SUPPORT FROM HUNT

The Thurlow Hunt which meets around the Newmarket area held its annual charity meet in February at Tattersalls. This year the Hunt had generously chosen the EAAA as the charity to benefit from the day.

As well as around 80 riders many local people like to turn out on foot to meet the members before they set off and make a fuss of the hounds. The riders gave donations to the Charity and a collection was also held among those spectating. More than £1,400 was raised at the event.

This year's Westerfield Horse Show on Saturday 30th June will once again be supporting the Charity. It takes place at Westerfield Hall near Ipswich and classes will include show-jumping, showing, gymkhana and fancy dress.



NEWMARKET OPEN DAY OFFERS SUPPORT

The air ambulance is an all too familiar sight in the skies above Newmarket if a jockey or stable worker suffers a fall on the gallops. Recently Anglia Two was called to one of the yards when a young woman suffered multiple fractures in her leg and pelvis after a horse reared up, fell and then rolled on her. With all the horses moved to a safe distance, our pilot was able to land in the schooling arena at the yard (above right), where Dr Fran Corcoran and paramedic Jemma Varela were able to treat the rider before she was taken to Addenbrooke's Hospital. The same crew had also been called to another Newmarket yard earlier the same day to treat a man who had fallen from his horse.

The racing industry is very kindly showing its appreciation for our life-saving service by making the EAAA one of three charities to benefit from this year's Newmarket Open Day on Sunday 23rd September.

The event will involve the majority of the racehorse trainers in Newmarket opening their stables to raise money. Also benefiting are The New Astley Club and Racing Welfare both of which give great support to the industry.

Highlights of the day will include some of Newmarket's best known equine stars cantering up the gallops on Warren Hill between 9am and 10am. Visitors to the headquarters of horseracing will be able to go and see their favourite horses throughout the morning.

The day will be sponsored by Betfair who have signed a three year title sponsorship deal.

Julian Richmond-Watson, Chairman of The Newmarket Open Day, commented: "I am delighted to be involved in bringing back the Newmarket Open Day and am grateful to those trainers that have decided to open their stables for charity and to Betfair for being the title sponsor. The day will provide a fascinating insight to the behind the scenes world of training racehorses and allow members of the public to see their favourite racehorses in the flesh."

As well as the trainers opening their yards there will also be plenty of other visitor attractions such as National Horseracing Museum, Tattersalls, British Racing School, The Jockey Club Rooms, Newmarket Equine Hospital and The National Stud, all being open on the day.

Trainer Sir Michael Stoute said: "The three charities all carry out fantastic work within the horse racing industry and I am only too pleased to open my yard to support them and to also showcase Newmarket as the best place to train racehorses in the country."

In the afternoon, from 1pm to 4pm, all attention will focus on the Rowley Mile Racecourse for entertainment with an inter stable staff go karting competition, a Trainers v Jockeys go karting competition as well as the Pony Club games which will feature the likes of Frankie Dettori, Hayley Turner and William Buick. There will also be tradestands and plenty of entertainment for children.

Betfair executive Martin Cruddace commented: "We are delighted to be sponsoring the Betfair Newmarket Open Day for a minimum of three years. We are long-standing sponsors of its Lambourn equivalent and know, first hand, what a valuable and enjoyable day these are in terms of raising public awareness of the sport and money for charity."

More information can be found at www.newmarketopenday.co.uk with tickets for the day costing £15 and children under 12 being free admission. Tickets may be booked in advance.



Looking forward to the go karting challenge are (L-R) trainer Michael Bell, William Buick and Julian Richmond-Watson.

HOW *you* CAN HELP

LEAVING A GIFT IN YOUR WILL

Legacies are crucial to our life-saving work. Your legacy could help us continue to develop and improve our service to make sure that we get to emergencies as quickly as possible and deliver the best possible life saving care.

VISIT OUR SHOP

Our charity shop in Ipswich sells a variety of items including EAAA merchandise. It's also always in need of good quality items to sell and would be pleased to receive any goods you would like to donate. Anyone who can spare some time to help as a volunteer would also always be welcomed. Visit the shop at **2 Orwell Place, Ipswich** (07917 227081). Opening times are Monday – Friday 10am-4pm and Saturday 10am-1pm

HAVE YOU LOOKED AT YOUR WILL RECENTLY?

It's very important that you make a Will to ensure it reflects your wishes and current circumstances.

We deal with all kinds of life changing events during our lives including leaving home, setting up our own homes, marriage, the arrival of babies, divorce, children leaving the nest and so it goes on. But we often forget the impact of these changes on our Will – if indeed we have one in the first place. Without a Will, our loved ones could be left in a sticky position, so it's best to make sure that you make your intentions clear.

So, when you next look at your Will, please consider mentioning us. The East Anglian Air Ambulance doctor and paramedic crews help to save lives every day by helping people in their moment of real need.



TO DONATE £1.50
TEXT 'EAAA' TO 70777

HELP US TO CONTINUE TO PROVIDE A RESCUE SERVICE FOR PEOPLE IN DISTRESS

It may be the right time for you to make a Will, or, you may be able to make a change to an existing Will with a supplement (CODICIL). No matter how large or small, remembering the East Anglian Air Ambulance Charity in your legacy can make a huge difference. It may even save a life.

If your estate is liable to Inheritance Tax, you could reduce the amount due by choosing to give money to charity. You should consult a practicing solicitor and although you will have to pay a fee, you will receive professional advice in making decisions about your estate.

From time to time the Charity works with solicitors' firms who very kindly make a donation themselves when a client mentions the EAAA in their Will. Where possible, we publish details about any such promotions on our website.

HELP *us* SAVE LIVES

I'D *like* TO HELP

There are many ways in which you can support us, please help by ticking the boxes which interest you and completing your contact details. Then simply return the form to: **East Anglian Air Ambulance, Hangar E, Gambling Close, Norwich Airport, Norwich NR6 6EG** or email the area(s) which interests you with your contact details to: info@eaaa.org.uk or telephone: **08450 669 999**
For more information about East Anglian Air Ambulance and for details of fundraising events in your area, please visit www.eaaa.org.uk

Thank you for your support

NAME _____

ADDRESS _____

TEL _____ EMAIL _____

- ☐ I'd like to make a donation and enclose a sum of £ ____
- ☐ I'd like to know more about becoming a volunteer
- ☐ I'd like information to help me raise money for the charity
- ☐ I'd like information on how to leave a legacy
- ☐ I'd like to receive details about corporate sponsorship

- ☐ **Add 20p to every £1 you donate at no extra cost** to you by ticking this box and signing below. This will enable us to claim Gift Aid.
I am a UK taxpayer and would like the East Anglian Air Ambulance to reclaim the tax on the enclosed gift and all gifts of money that I have made in the past 4 years and all future gifts of money that I make from the date of this declaration.

SIGNATURE _____ DATE _____

All the data is gathered and managed in strict accordance with the Data Protection Act (1998). We will not disclose any information supplied by you to any third party. We may contact you occasionally with information about other aspects of our work. If you would prefer not to receive these mailings please tick here ☐



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