

# Barnsley team texts Air Ambulance

**Barnsley Football Club took the opportunity to help promote Yorkshire Air Ambulance's 'donation by text' scheme with Main Club Sponsor and Affinity Partner, Barnsley Building Society, who have named the organisation their Charity of the Year.**

Following an unsuccessful attempt to get the aircraft to visit the Club's Open Day last Sunday, due to a large number of essential call outs, the Duty Crew took the opportunity to literally drop in on the Club's photo-shoot to wish them well for the Championship season.

Marketing Manager with the Society, Samantha Cameron-Carruthers commented:

'The Society is keen to promote the essential service the Air Ambulance provides for the whole of Yorkshire. With plans now in place for South Yorkshire to get its own craft, based in the Barnsley area in the next couple of years, the time is right to put our support behind the Charity and involve our community partners where possible.

We were sorry that the helicopter and the crew were unable to make it to the Club's Open Day, however, its inability to attend only serves to demonstrate how important the service is and how busy it can be on even the most pleasant of Sunday afternoons.'

Club Chairman Gordon Shepherd adds:

'We are aware that our Main Sponsors, like ourselves, have a strong commitment to the local community and we are very pleased to be able to assist with the promotion of their Charity of the Year. We all benefited from the visit by learning a little more about this vital service and it was great to get to see it at such close quarters.'



Barnsley FC first team ,Yorkshire Air Ambulance crew and Senior Fundraiser and the Fundraising Team from Barnsley Building Society with the helicopter

Yorkshire Air Ambulance South Yorkshire representative, Samantha Silverwood was pleased to thank both organisations for their input.

'The opportunity to link with two well known names within the South Yorkshire region offers us a great way to promote our Text Giving service which makes it really easy for the public to make a donation to the charity. We are very grateful to both the Society and the Club for their time and input.'

If you'd like to make a text donation to the Yorkshire Air Ambulance, you have two options

Text HELI to 84010 to donate £3.00

Or Text YAAC to 84010 to donate £1.50.

Your donation will be acknowledged with a return text.

*Date released 27th July 2006*