



## PRESS RELEASE

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### Great Western Air Ambulance Charity named Headline Charity Partner for Bristol Volksfest 2024

Bristol Volksfest, the music and VW culture festival in Long Ashton, has announced Great Western Air Ambulance Charity (GWAAC) as its Headline Charity Partner for the 31st edition of the festival. This exciting partnership underscores the festival's commitment to supporting vital local charitable causes while bringing together enthusiasts and families for a weekend of fun and camaraderie.

Taking place on Birches Farm from 7 – 9 June, Bristol Volksfest 2024 promises to be a great weekend filled with live music, entertainment, trade stalls, and of course, a dazzling display of Volkswagen vehicles. Current headliners included General Levy, The Killerz and Little Thief.

Peter Ashby, one of the organisers of Bristol Volksfest said “We are really pleased to be supporting GWAAC. The service they provide in Bristol and around the South West is invaluable. Being a petrol head it was really interesting to learn that the charity responded to 377 road traffic collisions in 2023. A common misconception is that the air ambulance is part of the NHS, but this life saving service relies entirely on fundraising and donations, which is one of the reasons we chose to partner up with the Charity this year. I was working at an event a few years ago and an attendee suffered a serious injury and was nonresponsive. We called the emergency services, and the incident was passed on to the air ambulance because it would get to the location much quicker than an ambulance. I got to witness first-hand the incredible work and level of cover the Doctors, Paramedics and Pilots do; and because of the swift response they unquestionably saved the person’s life. It was only then that I found out that the air ambulance service is not funded by the government – which blew my mind. We hope that we are able to raise vital funds for the charity and that our partnership will educate our community about the amazing service GWAAC supplies.”

To kick off the partnership in style, GWAAC and Bristol Volksfest will be running an exciting competition on their social media platforms. One lucky family of four or five will have the chance to win weekend camping tickets to Bristol Volksfest 2024, worth £175.00. Further details about the competition will be announced soon, so be sure to follow GWAAC and Bristol Volksfest on social media for updates and a chance to participate.

GWAAC provide emergency care to the 2.1 million people across Bristol, North Somerset, BANES, Gloucestershire, South Gloucestershire, and parts of Wiltshire. Attending an average of five patients a day, GWAAC’s priority is to get to the patient fast, bringing the level of care and specialist equipment found in a hospital emergency department. The crew respond to the most serious of incidents, from cardiac arrests to road traffic collisions and can perform a range of lifesaving interventions.

Supporter Engagement Coordinator, Philippa Walker, said “We are thrilled to have been chosen as Bristol Volksfest’s Headline Charity. Peter has been wonderfully engaged in learning about GWAAC, meeting some of our crew and extensive kit that goes out to every potentially life-saving mission. Bristol continues to be one of our busiest areas with our crew attending 537 call-outs in 2023, equating to an average of 10 every week. To have the opportunity to have lots of great conversations with local Bristol people, some of whom may have been personally touched by our pre-hospital critical care service is so important to our team. We are so grateful to have been invited along to be a part of such a Bristol institution in its 31st year!”

Registered Charity number: 1121300

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For more information about Bristol Volksfest, visit <https://www.bristolvolksfest.co.uk/>

For more information about Great Western Air Ambulance Charity, visit <https://greatwesternairambulance.com/>

**ENDS**

#### **Notes for editors**

1. GWAAC provides the critical care and air ambulance service for 2.1 million people across Bath and North East Somerset, Bristol, South Gloucestershire, Gloucestershire, North Somerset, and parts of Wiltshire.
2. The GWAAC Critical Care Team consists of highly trained and experienced Critical Care Doctors, Advanced Practitioners and Specialist Paramedics in Critical Care, who bring the skill and expertise of a hospital emergency department to the patient.
3. In 2023 GWAAC was called to help 1,979 people in urgent need. The Critical Care Team is needed by an average of five patients a day, and rushes to treat them by helicopter or critical care car. On average each mission costs around £2,000 to attend.
4. The charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

#### **For further information, contact:**

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