

PRESS RELEASE

For immediate release

Great Western Air Ambulance Charity wins silver in the People's Choice Award at prestigious film event

Thanks to the support of the public in the regions it serves, Great Western Air Ambulance Charity (GWAAC) brought home silver for a [People's Choice Award](#) at the Smiley Charity Film Awards in London on Tuesday.

Hundreds of people voted for [Jasmine's video](#) — a film that re-tells what happened to Jasmine when she stopped breathing on Halloween in 2019, and how the GWAAC crew helped save her life.

Not only did public votes win GWAAC a silver award in its category, but they also helped raise awareness of GWAAC's lifesaving work in Gloucestershire, South Gloucestershire, Bristol, North Somerset, Bath and North East Somerset, and parts of Wiltshire.

Jasmine's mum Niky was at the awards ceremony at the Odeon Luxe in Leicester Square with Film Producer Tim from Zest Productions. She said at the ceremony, *"I get to go home and give my daughter a kiss and cuddle tonight because of you (GWAAC). Tonight was inspirational."*

GWAAC's CEO, Anna Perry said, *"I want to say a huge thank you to every single person who voted for Jasmine's video. Over 400 charities entered the Smiley Charity Film Awards this year and it's wonderful to have been recognised for the vital lifesaving work we do in our regions. Jasmine was just four years old at the time she needed our Critical Care Team, and with the support of our local communities we can go on to help many more people like Jasmine."*

About the Smiley Charity Film Awards

The [Charity Film Awards](#) have been created to celebrate the success of film in fundraising, to increase exposure of charity films, and to encourage donations for good causes. This year's awards were the 6th annual Charity Film Awards.

The Smiley Movement is a platform for change with a vision: to inspire positive change in society by highlighting the people – and organisations – doing good in our world.

The panel of expert judges – which included high-profile names from entertainment, business, media, academia, and social enterprises — selected winners from each category. Categories are divided by charity turnover, film length and corporate cause.

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.



**Great Western
Air Ambulance Charity**

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 2022 GWAAC was called to help 1,808 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:

Claire Harris | PR and Communications Coordinator

0303 4444 999 | 07484 906493

Claire.harris@gwaac.com

www.greatwesternairambulance.com

Registered Charity number: 1121300

✉ info@gwaac.com

🌐 gwaac.com

☎ 0303 4444 999