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First class award for YEP backed campaign

CAMPAIGN

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A YORKSHIRE Evening Post-backed campaign has scooped a prestigious award for recruiting an army of Leeds lifesavers.

The First Aid For All drive, which was spearheaded by St John Ambulance, helped to deliver lifesaving skills to over 550 people in the city.

The campaign picked up a gold award for Regional Campaign in the CIPR PRide awards Yorkshire Lincolnshire 2015.

The judges said the scheme was a "remarkable – and very

probably – life-saving region-wide campaign".

They also commented on "the strategy and the legacy" it has secured for St John Ambulance in Leeds and further afield.

Hundreds of readers joined our very own army of first-aiders to help be the difference between life and death.

Over the months our campaign gained support from

"We're thrilled the campaign has been recognised by the PR industry in this way."

across the city from high-profile figures and Leeds Arena showed its true colours by turning green in a bid to support the initiative.

The Leeds Rhinos team also threw their weight behind the campaign and urged fans to become lifesavers.

Jane Cameron, PR officer for St John Ambulance in Yorkshire and the Humber, was delighted with the award and said: "The First Aid for All campaign is a great example of how PR can work with the media to make a real difference.

"Thanks to the marvellous support of the Yorkshire Evening Post, we were able to publicise the amazing life sav-

ing stories and work of the charity's volunteers to highlight the importance of first aid to the people of Leeds.

"Not only did the extensive coverage persuade more than 500 to go on a first aid course, but it has prompted hundreds of people to join the charity as volunteers themselves – with new units opening in the city centre for adults and children, who could well go on to save a life themselves one day.

She added: "We're thrilled the campaign has been recognised by the PR industry in this way."

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