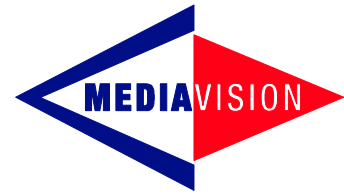




St Andrew's First Aid



Press Release

For immediate use

Scotland's preferred provider of First Aid services for over one hundred years, St Andrew's First Aid has announced that it's engaged the services of Edinburgh based MediaVision to help with its media needs.

Previously dealing direct with media owners St Andrews are convinced of the benefits of using an agency, particularly in the current economic climate.

Making the announcement Chief Executive Stuart Callison said.....

"As a charity it's vitally important that our marketing spend represents good value for money, so we're delighted to be working with MediaVision and are convinced the depth of experience they provide will have a significant impact on both the value and performance of our upcoming television advertising campaign"

MediaVision's Managing Director Sue Holloway suggested that Mediavision's experience working for retail and direct response clients has helped other charities that they work with achieve increased public awareness and looked forward to helping St Andrew's First Aid remind us all just how important first aid training is; in the home, in the workplace and in every day life.

Notes :

St Andrew's First Aid is the trading name of St Andrew's Ambulance Association, a Scottish charity.

Every day of the year you will find St Andrew's volunteers lending their First Aid expertise at events, big and small, across the country. Likewise, our highly experienced trainers are working at venues throughout Scotland, teaching vital life-saving skills to employees and members of the public.

Awareness of first aid has fallen dramatically in recent times and this campaign is geared to remind the Scottish public just how important first aid training is and that St Andrews First Aid is the place to get the best training.

MediaVision is Scotland's largest Independent Media Agency

Founded by MD and Majority shareholder Sue Holloway in 1997.

Based in Leith but with clients throughout the UK and the Euro zone.

Other registered charities they've worked with include Leukaemia and Lymphoma, Research the Erskine Hospital, Fields in Trust and Enlight (the Entrepreneurial Exchange's charity).