



**PRESS RELEASE**

February 2008

## **Moto's Purple WoW Day 2009**

### **Moto in the Community Trust will be raising money for Wellbeing of Women with a day of purple fun.**

20th February 2008

**Interview Opportunity: Director of Wellbeing of Women, Liz Campbell, is available for interview on Friday 20<sup>th</sup> February.**

**She can speak about the charity, Wellbeing of Women, and the groundbreaking research it funds.**

Staff at your local Moto Service Area will be dressing up and enjoying a day of purple fun and games in aid of Wellbeing of Women on Friday 20<sup>th</sup> February. The Moto in the Community Trust is the charitable arm of Moto, the UK's biggest motorway services provider, and has partnered up with the charity Wellbeing of Women to raise money and raise awareness of women's health issues in one big purple day!

**Purple Wow Day** is an awareness and fundraising day created by Wellbeing of Women. Anyone can hold a Purple WoW Day at any time. You can dress up in purple, make purple cakes, or maybe get sponsored to do an activity..as long as you're in purple! Visit [www.purplewowday.org](http://www.purplewowday.org) for more details or to get your fundraising pack.

**Wellbeing of Women** is the only UK charity dedicated to solving the health problems that affect women. It raises awareness of women's health issues and funds high quality medical research into treating gynaecological cancers.

- Half of all women in the UK will experience a reproductive health problem in their lifetime
- Over one fifth of all pregnancies in the UK end in miscarriage
- 10 million women experience period problems
- Almost 17,000 women are diagnosed with a gynaecological cancer each year

Brian Lotts, Chairman of the Moto in the Community Trust said "We are delighted to be holding a Purple WoW day at our service areas nationwide. Over 100 million customers visit our service areas every year so we are ideally placed to help raise awareness of women's health issues and at the same time help to raise funds for the Wellbeing of Women charity"

Half of all women in the UK will experience a reproductive or gynaecological health problem during their lifetime, be it trouble conceiving, painful periods, or gynaecological cancer. Wellbeing of Women is the only charity dedicated to changing this, by funding medical research that will benefit these women and the healthcare professionals that diagnose and treat them.

For more information on Wellbeing of Women, or to book an interview with Liz Campbell, please contact:

Ryan Holloway on 020 7772 6317 or [rholloway.wellbeingofwomen@rcog.org.uk](mailto:rholloway.wellbeingofwomen@rcog.org.uk)

For more information on the Moto in the Community Trust please contact Emma Sohl on 01525 714467 or [emma@talking360.com](mailto:emma@talking360.com)

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About the Moto in the Community Trust (Registered charity 1111147)

Launched in November 2005, the Trust has been set up to make a difference to the communities around the 49 Moto locations. Moto sites around the UK have been busy getting to know what needs doing in their local communities, and have set their sights high, with an active fundraising calendar and a volunteering scheme that will see Moto staff actively helping school children as Reading Buddies and volunteering with other good causes. As part of the Trust's activity, 51 community schools have been adopted by the Moto in the Community Trust focussing on supporting academic, creative, and sporting challenges for their schools as well as encouraging environmental initiatives.

*The Moto in the Community Trust is the charitable arm of Moto Hospitality Ltd*  
Moto Hospitality Ltd is Britain's biggest operator of motorway service areas, with 49 sites catering for the needs of over 100 million travellers every year. Moto is owned by a consortium of investors led by Macquarie Bank, a diversified international provider of specialist investment banking and financial services, with more than 8,900 people in 24 countries. Macquarie Bank is listed on the Australian Stock Exchange, with a market capitalisation of approx £6.87bn. The Macquarie Bank Group's total assets are approximately £44.84bn, with a further £61.07bn in assets under management. Macquarie is a global leader in the acquisition, funding and management

**Wellbeing of Women** is the only UK charity dedicated to solving the health problems that affect women by funding medical research and training into all aspects of reproductive health. Over the past 40 years, Wellbeing of Women has invested millions in funding the very best in medical research and training. Every woman living in the UK since 1964 will have benefited from advances in healthcare made possible by research grants from Wellbeing of Women, such as ultrasound and cervical cancer screening.

Sarah Brown became Patron in 2007, following in the steps of other illustrious patrons including Diana, Princess of Wales, who became Patron of Wellbeing of Women, formerly Birthright, in 1984