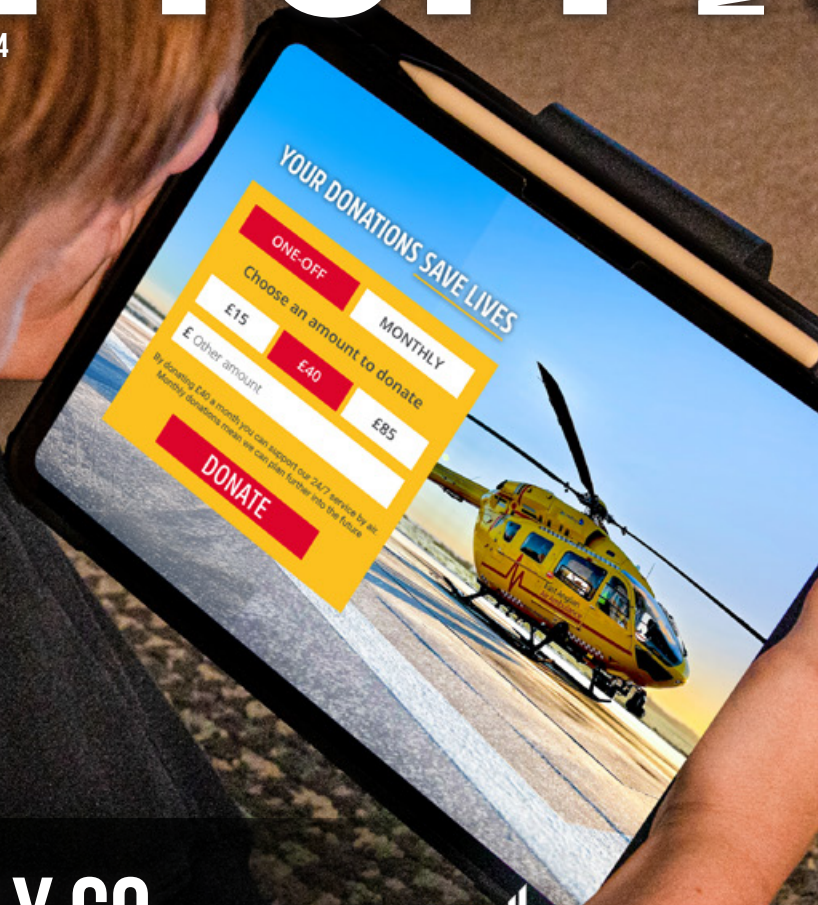


# LIFTOFF MAGAZINE

#70, NOVEMBER 2024



**WE ONLY GO  
WITH YOU P.6**

YOUR SUPPORT WILL SAVE LIVES  
THIS CHRISTMAS



**East Anglian  
Air Ambulance**

Registered charity in England  
and Wales number 1083876

*Together we save lives*

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# WELCOME

to Lift Off #70

Welcome to the Christmas 2024 edition of Lift Off magazine from East Anglian Air Ambulance (EAAA). I'm Critical Care Paramedic (CCP) Sally. I've worked with EAAA since 2022, as part of the Anglia Two (Cambridge) crew.

I trained in the London Ambulance Service and qualified as a paramedic in 2006. After undertaking a military tour with the RAF in Afghanistan in 2011, I was exposed to severe trauma cases in difficult environments. This is where I became very interested in Pre-Hospital Emergency Medicine.

I love that EAAA pushes forward, responding to and creating their own evidence, and using this learning to improve care for patients.

I have a keen interest in innovation and always consider whether there are better ways to improve the care we provide. I've been known to wake up in the middle of the night with an idea and just have to write it down before I can go back to sleep! It's great to chat these through with colleagues, practice simulations or pass ideas through to EAAA's Research, Audit, Innovation and Development (RAID) group for further exploration.



When I walk into the Norwich base and look around the building, I feel touched that it was funded by the kindness of others through gifts in Wills. I feel such gratitude, and, in a way, I feel indebted to them. These gifts drive us and, with the support of the community, I really feel a responsibility to provide great care for our patients. You can read a moving article on pages 20-21 of this issue about how Barbara, an EAAA supporter for many years, left a final gift, which is saving the lives of others.

As December fast approaches, this edition has plenty of festive features, including ways you can save lives this Christmas (p10-11) and sixty years of Santa Ron (p24). It's you, the wonderful supporters of EAAA, who make our work possible. The time and energy that you continue give to the charity, not just at Christmas but all year round, amazes me. We are all so thankful to you all and send you best wishes for a peaceful and happy festive season.

CCP Sally

# IN THE NEWS

## WELCOME TO OUR NEW DOCTORS

August saw the start of Pre-Hospital Emergency Medicine (PHEM) journeys for a new cohort of doctors with EAAA. Our PHEM courses are always key dates in the EAAA calendar. Already experienced clinicians, Dr Norman, Dr Meghan and Dr Ewan launched straight into life at EAAA with an intensive week-long course before their placements commenced.

It's a demanding programme, but one where they are working in the very heart of our communities as they are supported by EAAA to become PHEM practitioners at the highest level. During their placements, they will provide critical care to some of the region's most seriously ill and unwell people.

## 'MISSIONS' APP WINS TOP CHARITY AWARD

We are feeling humbled that the EAAA 'Missions' app was announced as the winner of the Third Sector 'Digital Innovation of the Year' award in September. The app was developed by 'If Give', a technology business building on research by computer scientists at Lancaster University. It uses real-time data to enable supporters of EAAA to give micro-donations each time the crew are tasked to somebody experiencing a medical emergency.

The fundraising app enhances the link between EAAA supporters and the crew - and really brings to life the difference your donations make. If you haven't seen the now award-winning 'Missions' app yet, download it from Google Play and Apple Stores to join the EAAA crew!



## THE REPAIR SHOP

A large home-made model of EAAA's helicopter appeared on BBC One's 'The Repair Shop' in October. The helicopter, which usually stands on the roof of Bullock Fair Charity Shop in Harleston, Norfolk, was restored by The Repair Shop expert, Dom Chinaea.

Supporters of EAAA for over twenty years, in 2024 Bullock Fair passed the incredible milestone of raising £1 million to save lives across the region, and we are so thankful for their continued support.



(L-R) BBC Radio Norfolk's Edd Smith, EAAA Community CPR Trainer, Simone, and Claire Whitehouse.

## 1,111 IS THE MAGIC NUMBER FOR CLAIRE

When Claire Whitehouse, from Thorpe near Norwich, was called upon to perform CPR on her neighbour, she knew what to do. Afterwards, she couldn't stop thinking that others may not know how to help in the event of a cardiac arrest. So, Claire turned to EAAA to help train '50 life-savers for Thorpe.' She never imagined the overwhelming response she would receive from her community, which has, to date, resulted in 1,111 people being trained by EAAA in life-saving CPR skills and how to confidently use a defibrillator.

In September, Claire, alongside Simone from the EAAA CPR training team, took to the airwaves on BBC Radio Norfolk to explain more.

# WE ONLY GO WITH YOU

## Life-threatening emergencies don't stop for Christmas

**We go at night. We go by day. We go at weekends and weekdays. We go to accidents at work. We go to emergencies at school. We go to accidents on the road. We go to emergencies at home. But we only go with you.**

For many people and families, Christmas is a time of joy and togetherness. But if a medical emergency happens at the heart of a family's festive celebrations, the crew is ready to respond. Our Christmas message 'we only go with you' highlights how your donations save lives.

EAAA crews attend some of the region's most seriously injured and unwell people at a moment's notice, 24/7, 365 days a year, including at Christmas.

In December 2023, EAAA crews provided treatment and care to 157 people. You gave each of those people the best possible chance of survival and recovery against the very worst odds.

**We can't do this without you. Your kindness this Christmas will save lives.**

EAAA relies almost entirely on donations like yours. Your generosity turns the helicopter rotors, it means the crews can use advanced skills, equipment and medication, and it brings enhanced critical care to the patient sooner.

By donating this Christmas, you will save lives and bring light and hope to someone's darkest moments by



ensuring they receive urgent critical care, when they need it most.

**We only go with you.** However you choose to support us this Winter, a heartfelt thank you.



Scan to make a **life-saving** donation

# "I'M EMOTIONAL JUST THINKING ABOUT CHRISTMAS."

*"There will be tears, but good tears because I am still here."*



Christmas 2024 will be more special than usual for Ruth Baron and her family because, earlier this year, Ruth suffered a cardiac arrest. On that day, the chain of survival came together thanks to the prompt actions of her daughter Jennifer, her friend Summer, Ruth's parents, the community and the emergency services, including EAAA.

"I'm emotional just thinking about Christmas," Ruth says. "There will be tears, but good tears because I am still here."

Ruth, then aged 53, had earlier suffered two heart attacks. She had recently returned to her home in West Norfolk after a stay in hospital when she suffered a cardiac arrest.

Jennifer and Summer acted immediately, with Jennifer performing CPR for 18 minutes.

"I threw myself into doing chest compressions; it was so scary," Jennifer says.

Ruth's parents rushed over, alongside an off-duty police officer, with one of the village's community defibrillators.

"The defib initially said no shock needed, and to continue with CPR," Jennifer says.

"The ambulance service arrived minutes later; they took over and found [Mumma] needed a shock at that time. Then I heard the air ambulance above the house and saw the helicopter looking for a place to land."



Ruth (right) with her daughter, Jennifer.

EAAA's Dr Chris and Critical Care Paramedic (CCP) Jordan climbed over fences and hedges to get their advanced skills, equipment, and medication to Ruth in the fastest time possible. They provided her with enhanced care at the scene, usually delivered in hospital. This included anaesthetising and putting Ruth in a medically induced coma so they could control her breathing and give her brain and body a rest.

Dr Chris and CCP Jordan then accompanied Ruth to hospital by land ambulance.

"When I heard that a doctor and critical care paramedic from the air ambulance had been in the road ambulance with me, I knew I had received the best of the best care as I travelled to hospital," Ruth says.

"Before my incident, I was a supporter of EAAA as I had previously joined their lottery. Three years later, I needed them."

Ruth is here today because of a successful chain of survival.

She adds, "I am now one of the 8% who survive an out of hospital cardiac arrest. My Dad cried when he heard that statistic. That's why Christmas this year will be emotional for our family."

"To the people who donate £5, £10 or whatever they can afford, thank you; you know it is going towards saving lives - and I am grateful you were there for me."

# WAYS TO SAVE LIVES THIS CHRISTMAS

"I've worked Christmas shifts during the five years I've been a critical care paramedic with EAAA. Our work is often challenging, especially at Christmas, something which all emergency services are likely to attest to.

We are lucky to work in such a strong and resilient team, but ultimately our work is only possible thanks to the support of the public. It's this kindness that means many families can enjoy the festive season together following a life-changing event. However you choose to support EAAA, thank you."

CCP Nigel



## YOUR SUPPORT AT CHRISTMAS

There are a number of ways you can support EAAA and save lives this Christmas.

If you wish to make a donation, you can do so by using the enclosed donation form, visiting our website, or by contacting EAAA's Supporter Engagement Team on 03450 669 999 (Monday to Friday, 8:30am - 5:00pm) or emailing [info@eaaa.org.uk](mailto:info@eaaa.org.uk).

If you wish to support EAAA in a different way, take a look at how to get involved this festive season!

## CHRISTMAS SHOPPING

New EAAA branded items are on sale now! Shop for Christmas gifts in EAAA's online shop, where a new range of merchandise is available. See back page for more information.

**Every purchase helps to save lives.**



## LIGHT UP YOUR HOUSE THIS CHRISTMAS

We love seeing your fantastic Christmas light displays every year, so once again we are inviting you to take part in our Christmas Lights competition. To add to the fun, we'll be awarding prizes for our three categories:

- **Best display**
- **Crew's favourite**
- **The most money raised**

Times continue to be tough, so you may wish to light up your entire house, or just a have a window display for a short time. Do it your way and enter our Christmas Lights competition to spread some festive cheer as well as helping to save lives in our region.

It's easy to register your Christmas Lights display; email [info@eaaa.org.uk](mailto:info@eaaa.org.uk) or scan the QR code to set up your Just Giving page straight away and we'll be in touch to support your festive fundraising!

## FESTIVE CAROL CONCERTS 2024

Join us for our annual Festive Carol Concerts in Bedford or Norwich. These uplifting events are always a popular feature in our Christmas calendar.

- **Tuesday 10 December,**  
7.30pm at St Paul's Church, Bedford.
- **Thursday 12 December,**  
7.30pm at Norwich Cathedral.

**Book your tickets on our website.**

## EAAA LOTTERY GIFT MEMBERSHIP

If you are looking for a gift this year that really stands out, then consider a membership to the EAAA weekly lottery.

Not only could your gift win one of 18 cash prizes between £50 and £1,000 weekly, but your recipient will also be automatically entered into our weekly accumulator draw where they could win up to £25,000! At the same time your gift will save lives across the region. Contact us on 03450 669 999 or [info@eaaa.org.uk](mailto:info@eaaa.org.uk) to arrange a lottery gift membership

\*Age 18+ T&Cs apply.



**Visit our website to see how you can save lives this Christmas.**

# THE 8% CLUB

By cardiac arrest survivor, Dan Gilkes

**EAAA attended Dan Gilkes, from Suffolk, when he suffered a cardiac arrest at home in August 2021. Assisted by the 999-call handler, Dan's wife performed CPR until the arrival of the ambulance service and EAAA. Dan has gone on to become a CPR trainer with EAAA, and now teaches others the CPR skills that helped to save his life.**

"It's the club that nobody wants to join, but everyone is dying to get in. As a survivor of an out-of-hospital Sudden Cardiac Arrest (OOHSCA), I am acutely aware of just how lucky I am. While around 70% of heart attack sufferers walk out of hospital, that survival rate is closer to 8% of cardiac arrest patients. Welcome to the 8% club.

The stars really do have to align for an SCA patient, with rapid CPR and defibrillator use essential steps in the chain of survival. At 3 o'clock in the morning I was incredibly lucky that my wife woke up and rang 999. I was lucky that the call handler recognised

agonal breathing and told her how to carry out CPR. I was lucky that there was an ambulance just four minutes away and I was extremely lucky that Critical Care Paramedic Joe was just a few minutes behind in one of EAAA's rapid response vehicles. Oh, and our house was less than a mile from the hospital, that was lucky too!

Friends asked: "What will you do with this amazing second chance?" "What changes will you make?" "What will you become?" But I didn't want to 'become' anyone new, I just wanted to go back to being me. Was I so terrible before?

Of course, gradually you find the new you. I can drive again and do most of my job. I can run again, just not so far. I can



still be me, though a slightly different version of me. Finally, I can also fully appreciate just how lucky I am.

But there was a need to do something else. I discovered I could be a CPR trainer, spreading the word among the community. In Norway and Holland, where CPR is taught in schools, the survival rate for a SCA is a healthier 25%. If we can teach everyone, young or old, to at least try CPR and to use a defibrillator, hopefully we can increase the chance of survival here for future generations.

So here I am, the new me. As a volunteer CPR trainer, I have joined another club at EAAA, and we are working together to reach as many people as possible with one simple message. Dive in, try CPR, find a local AED and, perhaps, save someone's life. The worst has already happened, and their lives are literally in your hands. You might just make someone else the luckiest person alive."

**Visit our website to learn more about EAAA's free one-hour CPR and defibrillator training.**

Lowestoft and Ness Point, Dr Rob

# VIEWS FROM THE CREWS.



G-RESU at sunrise, Dr Nick



The end of the rainbow, Pilot Joe



Anglia Two at Royal London hospital, Dr Neil



Norfolk Broads, Dr Mark



Flying over Cambridge, Dr Rachel



# CLINICAL CORNER.

## ULTRASOUND UPGRADE

**In September 2024, the EAAA POCUS course at Helimed House, EAAA's Norwich headquarters, became one of the first pre-hospital ultrasound courses in the UK to introduce the new Butterfly IQ3 ultrasound probe.**

POCUS refers to Point of Care Ultrasound. It is an intervention carried out at the patient's side by attaching a handheld ultrasound probe, produced by an organisation called Butterfly, to the crew's iPad or iPhone.

POCUS is used by EAAA crews to add valuable information to their clinical

assessment of seriously injured and unwell people, helping to inform decision making at the scene of medical emergencies.

The ultrasound device can look deep within internal organs for signs of damage or internal bleeding, providing high-quality images to help transform emergency pre-hospital care. Scans can also be remotely reviewed by clinical experts using a secure cloud-based server, helping to speed up treatments.

EAAA's Academy of Pre-Hospital Emergency Medicine hosted September's

POCUS course, where delegates of different clinical backgrounds used the new Butterfly IQ3 probe.

The IQ3 devices will be introduced to EAAA crews in the coming months, as one of the first UK air ambulances to use them. They will be integrated into our mature POCUS governance system. As a result, patients experiencing critical emergencies in the region who are attended by EAAA will benefit from this advanced technology.

EAAA POCUS Course Lead, Dr Toby, says: "It's exciting to see how ultrasound technology is developing and applicable to the pre-hospital setting. The Butterfly IQ3 is smaller, lighter and more powerful.

It means EAAA clinicians can bring even more of the hospital directly to the side of our patients at the scene of incidents."

Dr Toby continues, "EAAA has been at the forefront of pre-hospital ultrasound for several years and the introduction of this new technology allows us to continue developing this aspect of our care for patients. This is all thanks to the incredible EAAA supporters, whose kind donations give people experiencing medical emergencies the very best treatment and care at the scene of a life-threatening emergency."



# PEDAL POWER!

## Lap of Anglia 2024



Four days, 435 miles, 14,167 feet, sun, heavy rain and strong winds. The 2024 Adrian Flux Lap of Anglia threw everything at the 59 cyclists who took in this year's event! Together, they raised £60,085 in aid of EAAA. This means the Lap of Anglia has raised over £290,000 since the launch of the event in 2013, a massive, life-saving achievement!

This year's event set off from EAAA's Helimed House in Norwich on 21 August. The 2024 Lappers, including a team of seven from EAAA, battled through inclement weather in the days that followed as they passed through three cities, five counties and cycled half the height of Mount Everest.

John Bradley and Paul Tibbs, from Lap of Anglia, said: "We are thrilled that this year's Adrian Flux Lap of Anglia is on course to be the most successful lap ever."

Despite some pretty torrid weather on the final day, everyone dug deep and made it to the finish. We couldn't achieve what we do without the support of all our supporters and corporate sponsors and to those we are ever grateful."

Zoe Harris, Community and In Memory Giving Lead for East Anglian Air Ambulance (EAAA), says: "This was the third time I have taken part in the Lap of Anglia. I love the challenge and the feeling of knowing that the donations I receive from family and friends can help to keep EAAA crews in the air and on the road, saving lives 24/7 across our region."

Thank you to everyone involved with the Lap of Anglia for their support!

# FAREWELL, CAPTAIN STEVE

## Thank you for your service



There wasn't a dry eye in the house when EAAA's longest serving pilot, Anglia One (Norwich) Captain Steve, recently stepped down from his role flying Helicopter Emergency Medical Service (HEMS) missions with the charity. Captain Steve, who is also the second-longest serving HEMS pilot in the UK, has flown EAAA HEMS missions for 18 years.

Steve joined the charity in 2006 following a career in the military. During his tenure, he was named Pilot of the Year by The Association of Air Ambulances in 2016. He has captained all the aircraft which EAAA have operated; the Bolkow BO105, BK117, EC135 and most recently the H145 with EAAA's aviation partner, Babcock International Group.

He has a real passion for aviation and a huge amount of flying experience. In total, Steve has 3,042 HEMS flying hours, completed over 12,000 landings, and has flown approximately 3,800 missions in this time.

EAAA CEO, Matthew Jones, says: "Captain Steve is an exemplary HEMS pilot and

somebody who has given so much to EAAA over a remarkable 18 years of service. He is an expert in his field, a cherished and respected aviator amongst his colleagues, and somebody who always puts the needs of the community first. He has time for everyone and has made a difference to a patient every time he was on shift with EAAA.

"We're very grateful for the years of service Steve has given to EAAA and our communities. We, and they, have been fortunate to have been served by him for so long. He will be greatly missed, and we wish him every success and happiness going forwards."

Thank you, Captain Steve, for your 18 years of service. We wish you every happiness with your next steps.

# BARBARA'S LIFE-SAVING LEGACY

**Barbara Taylor cared deeply about helping others and had a heart of gold. When she died in January 2023, age 88, she left a gift in her Will to EAAA, and it came as no surprise to those close to her.**

Four generations of Barbara's family recently visited Helimed House to see the impact of this very special gift. Barbara's niece, Kim, great-niece, Charmaine, brother-in-law, Robin, and great, great niece, Isabella, shared their pride at Barbara's life-saving legacy.

"She would have loved today," Charmaine says. "She would have liked to have seen the difference she's made."



*"Visiting Helimed House today makes us feel so proud. When you see everything here, you can really appreciate the impact of Barbara's gift. It will fund countless missions and save many lives."*

Kim,  
Barbara's niece.

"Barbara worked at a local factory and then for a food research organisation until her retirement. She was a no-nonsense, matter of fact, what you see was what you got, matriarch. She loved her holidays and visited many places across the world with her late husband, Kenny. More recently, since Kenny's death, she would travel to Turkey solo twice a year – for four and six weeks at a time. She loved the weather, the people and made good friends there, some of whom came to her funeral from across the UK. She made about 60 trips to Turkey in total, but she also visited Thailand, The Maldives and India."

While Barbara hadn't talked to them about her specific wishes for when she passed away, her family said she always cared deeply about local good causes that helped people in the community.

"We never had the conversation," Charmaine says, "but I wasn't surprised by Barbara's wishes to leave a gift in her Will to East Anglian Air Ambulance as she had always championed the charity and their work."



Kim says, "I think Barbara would be so proud and pleased that we've been able to carry out her final wishes."

If you would like to find out more about the difference a gift in your Will could make, please get in touch on [lucy.day@eaaa.org.uk](mailto:lucy.day@eaaa.org.uk) | 03450 669 999.

# AVIATION AREA.



## EAAA TRIALS SUSTAINABLE AVIATION FUEL

**EAAA has become the one of the first air ambulances in the UK to trial Sustainable Aviation Fuel (SAF). The one-off trial supports the charity's pledge to become carbon neutral by 2040.**

EAAA operates two Airbus H145 helicopters: G-RESU, call sign Anglia One, located at Norwich Airport and G-HEMC, call sign Anglia Two, located at Cambridge Airport (Marshalls). SAF was trialled in our Norwich-based H145 aircraft earlier this year, in a bid to find solutions to reducing carbon emissions.

On July 3, 2024, G-RESU was refuelled with 470 litres of SAF from Norwich Airport, which was a blend of 30% SAF with 70% conventional Jet A1 fuel. The trial resulted in 90 minutes of flying time, covering two medical emergencies: a night tasking in West Norfolk, and a task the following day near the Norfolk/Suffolk border.

Matthew Jones, EAAA CEO says: "While almost chemically identical, SAF is made from renewable biomass and waste resources and can result in a reduction in carbon emissions by up to 80%. Currently, the aviation industry is heavily dependent on traditional fuel, but more steps are being taken by the industry to explore other options."

Matthew continues, "This was a real opportunity to take learnings and positive steps towards achieving our carbon neutral goal. Balancing the need to serve our communities 24/7 by carrying out life-saving taskings by air, with the need to be accountable and responsible for protecting the environment is a challenge, but one which EAAA is committed to progressing as and when the technology is reliably available and affordable."

While SAF is currently more costly than traditional fuel, the expectation is that this won't always be the case as technology and investment advances, and the benefits of SAF become more widely recognised.

Matthew adds, "While the charity acknowledges the SAF trial is only one small step towards becoming carbon neutral, it's one we are pleased to take. We will determine the best way to achieve our goal while continuing to bring urgent critical care to the scene of medical emergencies across the region, 24/7."

## HELMED HOUSE SOLAR POWER

In August, EAAA installed solar panels onto the roof of Helimed House, the charity's Norwich base.

The 47 panels sited on the flat roof are the first phase of an investment in renewable infrastructure. In the long term, as well as producing green energy, the panels will benefit EAAA financially as they will produce 12% of the base's energy each year, and save four tonnes of CO2 annually.

Phase two will be taking place at Helimed House in 2025, which will include further solar panels and electric vehicle charging.



# SIXTY YEARS OF SANTA RON

**Santa can sometimes be so busy in the North Pole that he needs help. Step forward Santa Ron!**

As we near the most wonderful time of the year, we are taking a moment to celebrate 'Santa Ron' who, in 2024, marks his sixtieth Christmas as Santa. An incredible feat! Ron Horniblew, now age 89 and Britain's longest serving Santa, has even attended a Santa Congress in Denmark, "in the middle of July," he hastens to add! He has been volunteering with EAAA for a number of years and continues to spread joy all year round to communities in Bedfordshire by supporting EAAA activities locally.

But it's this time of year when Ron steps back and Santa Ron steps forward, not just to bring festive cheer, but to raise money to save lives. He has hosted fundraising breakfasts and lunches with Santa and helped with bucket collections where he also showcases some brilliant balloon modelling skills... if you need a balloon sword or a balloon dog this Christmas, Santa Ron is your man!

Ron began dressing as Santa in 1964 to deliver Christmas gifts to his son, but he enjoyed it so much it developed from there.



It's opened many doors for him including travel to countries such as Sweden, Borneo and the Bahamas, as well as TV appearances. At the heart of it, remains raising money for charity. In his time supporting EAAA, he has raised over £5,500.

He says: "It's an honour to go out and raise money for the air ambulance. It's surprising how many people need their help, especially in our rural, farming region. Every penny collected turns into pounds and it snowballs! It's such a nice feeling that I can give something back."

Thank you, Ron. Congratulations on sixty years of Santa!



## AIR AMBULANCE WEEK 2024



Air Ambulance Week 2024 took off nationwide in September with events and activities that celebrated supporters of the 21 air ambulances in the UK.

The message for the week, "Today's Supporter, Tomorrow's Life-saver," was a reminder that each act of support today becomes hope for tomorrow, increasing the chances of survival and improving patient outcomes. Here in the east of England, we also shared the message that EAAA crews treat, on average, six people every day – something that simply wouldn't be possible without you.

Anyone can become a patient at any time and, with each tasking funded almost entirely by kind donations, we are always proud to highlight what you've achieved.

**Here are just some of the week's activities:**

- 500 people attended Open Days at Helimed House, EAAA's Norwich base.
- Buildings across the country lit up to mark Air Ambulance Week.
- Bucket collections in aid of EAAA were held throughout the region.

# THANK YOU to our community

## ROY HUMPHREY PRESTIGE CARS

EAAA Volunteer, Terry, was thrilled to visit Roy Humphrey Prestige Cars in Eye, Suffolk. Not only was it a trip down memory lane for Terry, who used to own a garage, but he collected a cheque for over £5,000. Thank you, Roy Humphrey Prestige Cars for this life-saving donation.



Pictured: Bubby Upton who did a dressage demo on the day.

## MANETTE'S A RECORD BREAKER!

Manette Baillie from Suffolk marked her 102nd birthday with a record-breaking sky-dive over East Anglia. In doing so, she became the oldest person in Britain to have made a jump.

We were completely overwhelmed when we heard about Manette's kindness and her exciting plans to celebrate her 102nd birthday. She completed the tandem skydive on Sunday 25 August at Beccles Airfield to raise money for three causes that are close to her heart, East Anglian Air Ambulance being one of them.

## CAMBRIDGE AND NEWMARKET POLO CLUB

In a day dedicated entirely to supporting EAAA, Cambridge and Newmarket Polo Club raised £10,000 in aid of EAAA at a fundraising polo tournament.

The club hosted three polo matches and a juniors game to raise this incredible amount to help save lives 24/7. Thank you!



## ONLY THE BRAVE

Only The Brave, EAAA's annual muddy obstacle race, took place in September. 2,000 people joined the muddy fun, and together they raised over £100,000! A special mention and shout out to the incredible army of EAAA volunteers. They supported the event in so many different ways and made it all possible. Thank you! Only The Brave 2025 takes place on Sunday 21 September. Visit our website to sign up!

## VOLUNTEER THIS NEW YEAR

Welcome in 2025 by becoming an EAAA volunteer! We completely depend on a dedicated, diverse and flexible group of individuals who volunteer to support EAAA in delivering the life-saving service by giving their time and skills in many different ways.

If you have time, ideas, energy or skills you would like to offer to the charity, then we would love to welcome you to the team, whether you can volunteer regularly, or occasionally.



## INTERESTED?

Contact us on 03450 669 999, email [info@eaaa.org.uk](mailto:info@eaaa.org.uk), visit our website or scan the QR code for more information.

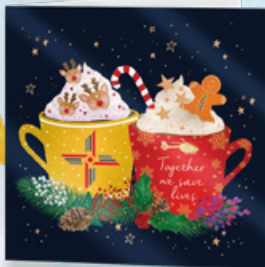


The festive season is almost upon us!  
Take a look at our online shop  
Every purchase saves lives

Final date for Christmas orders is 13 December 2024

# 2024 Christmas Catalogue

(packs of 10, with white envelopes)  
All designs £4.00



Winter Warmers  
126mm x 126mm



Wash Day  
126mm x 126mm



Snow Globe  
126mm x 126mm

£15.00



A 25cm  
Cuddly  
Helibobs

£15.00



A 20cm  
Cuddly  
Critical  
Care Car

£12.50



Children's Jigsaw  
EAAA 48-piece

£5.00



White Socks  
Children Size 9-12

Also see pages 10-11  
of this issue of Lift  
off for more ways  
you can save lives  
this Christmas.



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