



PRESS OFFICE

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Helphire staff keen to contribute to Tamara's Fund

Members of staff at Helphire, the Lower Bristol Road based accident management company, and main sponsors of Bath Rugby, were eager to support Tamara Johnson – the Bath Ladies No. 8 and founder member of Bath Ladies – in her recovery after suffering a serious neck injury two months ago.

Just days before the much anticipated and subsequently thrilling match against Leicester Tigers on April 15th at the Rec, Helphire decided to sell some of their sponsor tickets to staff on a first come-first served basis, all proceeds to be donated direct to the Tamara Johnson Trust Fund.

“The response from Helphire staff was fantastic” commented Gayatri Barua-Howe, Marketing & PR manager for Helphire. “All the tickets were literally gone within six minutes, raising an amazing £900. It was a great thing to be able to do; we have so many Bath fans at Helphire so tickets to matches are popular at the best of times. Helphire staff were definitely keen to contribute – even in this small way - towards Tamara's treatment and recovery. We wish her all the very best over the coming months.”

For more information on how to donate to the Tamara Johnson Trust Fund, go to:

http://www.bathrugby.com/23_8884.php

ENDS

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Photo: pictured left to right: Vicky Heslop Community Development Officer Bath Rugby Community Foundation, Jess Hill – PA to Mark Jackson, Helphire CEO and Kat Southwell of Bath Ladies with the cheque for £900

Notes to editors:

- Award-winning Helphire Group plc, established in 1992, is the market leader in the provision of accident assistance to innocent drivers involved in road accidents.
- Helphire Group plc, through its subsidiary companies, provides a host of services to the insurance and motor industries including the provision of legal expenses, theft policies, claims handling facilities and accident management solutions, reinforcing the company's position as the UK's leading provider of services to non-fault accident victims. These subsidiaries are:
 - Angel Assistance, providing legal expenses insurance (LEI) and claims handling services to the broker and insurance market.
 - Total Accident Management, offering a complete motor claims and repair management solution to the fleet and insurance motor market
 - Albany Assistance Limited, a wholly owned subsidiary of the Group since October 2004, offering white label legal expenses insurance (LEI) and claims handling services to the insurance market
 - Swift Rentacar, recently acquired by the Group, offering a specialist prestige marque for marque credit hire service to dealerships and motor manufacturers
 - e-register, the jewellery valuation, registration, and claims handling arm of the Group, providing a unique one-stop shop for the protection and recovery of valuable items
 - CS2 Group, most recently acquired, and comprising Fleet Legal Limited, a vehicle fleet accident manager, E-Claim Limited, a provider of legal expenses insurance and Medirep Marketing Limited, a medico-legal reporting agency
 - Cab Aid Limited, a specialist provider of replacement vehicles to the taxi market and provider of full claims management services, including vehicle repair, loss of earnings and PI claims handling.