

M6 Toll: High performance and vintage vehicle enthusiasts urged to boost charity drive

Submitted by: The Marketing Room (Passionate Media Relations)

Friday, 7 March 2008

Charity fundraisers set to benefit from an annual boost from the M6 Toll today appealed for high performance cars, vintage vehicle, and motorcycle groups to set the wheels in motion to help the initiative on the road to success.

Midland Expressway's Drive for Charity event is taking place on Saturday, May 10 and this year the entire day's net toll takings will be shared between a partnership of local hospices – Compton, St. Giles, Katharine House and Birmingham St. Mary's, as well as Leonard Cheshire Disability and the RNIB. Midland Expressway has an ongoing commitment to support the County Air Ambulance who will also receive £30,000 from the amount raised on the day.

Spokeswoman for the charities, Karen Bowyer said: "There will be a wonderful atmosphere on this very special day and we are appealing for owners of high performance cars, vintage cars and motorbikes to come along and exhibit then join a cavalcade.

"Midland Expressway are donating the entire day's net toll revenue to the nominated charities to support our work with the local community. How much we receive entirely depends on how many drivers use the road on the day – so we hope to see as many as possible!

"We are delighted that we already have the support of the Lupin Farm Gathering and the Royal Oak Rejects of Stafford.

"There'll be a static display of vehicles at the Norton Canes service area from 9.30 am to 3pm and cavalcades at 12 noon and 3pm. All toll fees will be waived for the exhibitors."

Tom Fanning, Chief Executive of MEL, said: "We are looking forward to working with our newly nominated charities for what promises to be an extremely enjoyable and successful three years. The main aim is for us to work with our chosen charities to make the M6 Toll's annual Drive for Charity a successful day and we hope our customers will give their continued support.

"The net toll revenue gifted will have a major impact on these charities whose work in the local community is substantial and we are extremely privileged to be supporting them over the next three years."

Anyone interested in exhibiting should contact the M6 Toll Press Office on 0845 838 1684.

For further information please contact the M6 Toll Press Office on 0845 838 1684 or pressoffice@m6toll.co.uk

Notes to Editors:

RNIB (Royal National Institution for the Blind)

RNIB are the UK's leading charity offering information, support and advice to over 2 million people with sight loss. The West Midlands regional offices are based in Stoke, Birmingham and Solihull.

www.rnib.co.uk

Leonard Cheshire

Leonard Cheshire is the largest charity provider to disabled people in the UK and works internationally in over 55 countries. The charity was founded by late Group Captain Leonard Cheshire in 1948. In the West Midlands area there are residential care homes located in Sutton Coldfield and Wolverhampton.

www.leonardcheshire.org

M6 Toll Hospices

A joint venture involving the 4 hospices along the M6 Toll; Compton Hospice in Wolverhampton, Katharine House in Stafford, St Giles in Lichfield and Birmingham St Mary's.

www.compton-hospice.org.uk

www.stgileshospice.com

www.bsmh.org.uk

www.khhospice.org.uk

The M6 Toll

A £900 million development, the M6 Toll is Britain's first privately funded motorway.

It stretches for 27 miles from Junction 11a on the M6 near Cannock, Staffordshire, rejoining the M6 at Junction 3a at Coleshill, Warwickshire.

For each journey on the M6 Toll drivers pass through one station, either on the M6 Toll or at a junction

Customers can choose an attended or automatic toll lane, paying by cash or credit card, or in advance using an M6 Toll Tag which enables them to drive through without stopping.

The M6 Toll has a motorway service station at Norton Canes, between Junctions T6 and T7. Developed by Midland Expressway Limited, it is operated by RoadChef.

Traffic figures for the M6 Toll are published each month on the website.

- Midland Expressway Limited (MEL) is a private company with the government concession to design, build and run the M6 Toll until 2054.

- The M6 Toll is regulated in the same way as any other motorway in the UK and normal highway rules apply.
- MEL was named Best Business 2004 in the Tamworth and Lichfield Business Awards 2004.

MEL is owned by the Macquarie Infrastructure Group.

Further information on the M6 Toll is available on www.m6toll.co.uk