



Press Release

Monday 12th of March 2018

The Rescue Helicopter calls on the rural community

An integral part of the Hawke's Bay community, every year The Lowe Corporation Rescue Helicopter Service relies on the help of the community for donations and support.

The lifesaving service must fundraise \$1.3 million every year to ensure it is available, 24/7, 365 days a year, for all of those who need it, free of charge.

In 2017, money raised by the community meant that the specialised and highly trained staff of the Lowe Corporation Rescue Helicopter Service could respond to approximately 300 patients, who needed vital medical attention many of whom were in remote locations unable to be reached by any other means.

"Unfortunately, the support from those in the rural community has dropped, but our workload has not. We are still flying all over Hawke's Bay to those who need help, and costs continue to rise in keeping the service available, so we are going back to our rural community to ask them to consider supporting us." said Beth O'Reilly, Marketing and Fundraising Manager of the Lowe Corporation Rescue Helicopter Service.

Among the many lifesaving missions undertaken by the team, a local community leader and a trustee of the Hawke's Bay Rescue Helicopter Trust, Robert Pattullo, was rescued when he was gored by a bull on his rural farm and needed emergency help. The bull overturned Robert's quad bike and continued to ram into him whilst he tried to use the bike as protection.

Pattullo says, "Having the bull continue to circle me was very unnerving but I was reassured that having activated my PLB that the Lowe Corporation Rescue Helicopter would be coming to my assistance shortly. I can't thank the crew of the Lowe Corporation Rescue Helicopter enough"

Thankfully, our helicopter was able to get to him quickly with intensive care paramedics and then transported him to Hawke's Bay Hospital. The Lowe Corporation Rescue Helicopter Service is a vital lifeline for many in the rural community of Hawke's Bay. It flies as far south as Porongahau and as far north as Mahia.

Beth continued, “We recently sent out an appeal envelope through the rural delivery system, to all of those in the rural community of Hawke’s Bay. We have some wonderful rural supporters who have been donating to us for a long time, but the appeal is to ask people in the rural community who don’t support us to consider making a donation to us. No matter what you can afford, big or small, it is hugely helpful in keeping our rescue service available”.

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Photo: Rural PR image

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About the Hawke’s Bay Rescue Helicopter Trust

The Hawke’s Bay Rescue Helicopter is a charitable trust, which provides a dedicated Rescue Helicopter service to the Hawke’s Bay region. Each year the Rescue Helicopter Crew completes 300 lifesaving missions, helping those who need urgent medical care and transportation.

The service is free of charge and available 24/7 to everyone in our community, but costs \$2.2 million each year to operate.

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