



BIU Group (BIU), one of the UK's leading textile recycling companies, is pleased to announce it has raised 2 million pounds for the Hampshire & Isle of Wight Air Ambulance (HIOWAA).

HIOWAA and BIU have been working together since 2006. There are currently over 300 BIU clothing banks that have been placed in the area, where the people of Hampshire can recycle their unwanted clothing, shoes and textiles, generating vital funds for the life-saving charity.

The HIOWAA helicopter, which was launched in 2007, is called out many times a day, often on life-saving missions. The service provides an efficient, prompt response to incidents throughout Hampshire and the Isle of Wight.

Louise Knapton, director at BIU Group commented: "HIOWAA is a charity run solely from donations, and relies on the generosity of the public and businesses – it costs £125,000 per month to keep the service running – so we are delighted and proud that we have been able to raise £2 million so far for the charity and are looking forward to generating more funds in our partnership together."

BIU has now raised, in total, over £5million for its partner charities.

BIU has worked closely with all the Hampshire councils, including Southampton, New Forest and Havant, on various projects to encourage recycling and help raise money for the HIOWAA, such as the massively successful 'Bag a Bra' Day.

In Southampton, the council has also been working with Southampton Solent University and the Central Baptist church since 2007, using 'Eco Ernie', an adapted milk float to collect unwanted clothing from students at the end of the academic year.

In September, HLOWAA are being featured on ITV's Trauma Level 1 programme, which highlights the intense nature of the work it does being on the front line in major trauma incidents.

For more information about BIU visit www.biugroup.co.uk