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# THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY

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(INCORPORATED BY ACT OF PARLIAMENT, 31st JULY, 1923)

PRESS RELEASE – 2<sup>nd</sup> February 2022

## SANDBANKS FERRY PASSENGERS DIG DEEP FOR THE RNLI

Sandbanks Ferry passengers dug deep at Christmas to raise over £1,140 for the RNLI, who help keep us all safe on the water all year round.

Employees of the Ferry Company nominated the RNLI as their charity partner. To kick-start the partnership, the Sandbanks Ferry Company offered free travel to all passengers on Christmas Day, following the success of the initiative in 2019(continuing in 2020) for their previous charity partners, Forest Holme Hospice & Dorset Mind.

Passengers who wished to, could choose to donate their toll fee to the RNLI via collection boxes on board the ferry on Christmas Day. This collection raised a total of £1,142.16 which has now been handed over to the RNLI.

These funds will assist the RNLI to continue with the lifesaving tasks they carry out on a daily basis.

Commenting on the final total, Anne-Marie Clark, Lifeboats press officer;

‘On behalf of the Poole Lifeboat station, I’d like to say a big thank you to, all the staff and to the ferry users, for their generous donations, it really is a great start to our fundraising year and will go towards, helping us to save lives at sea.’

Jason du Toit, Managing Director of Sandbanks Ferry Company, added: “We are so pleased that so many of our Christmas day passengers were able to give generously for the RNLI, especially considering the hardships of the past 2 years. We are looking forward to continuing our support for the RNLI throughout the year as we all return to normal life.”

Sandbanks Ferry is partnering with the RNLI throughout 2022 to help raise much needed funds and awareness of the charity among Ferry passengers and staff. The Ferry Company will be providing the RNLI with free on-board advertising space and the RNLI will also be collecting donations during key weeks of the year and have placed collection tins on the ferry and in our office.

Visit the Sandbanks Ferry Company at [www.sandbanksferry.co.uk](http://www.sandbanksferry.co.uk), on Twitter at @sandbanksferry and on Facebook at [www.facebook.com/sandbanksferry](http://www.facebook.com/sandbanksferry) .

**ENDS**

Notes to editors

1. **About the Sandbanks Ferry Company:** The Bournemouth-Swanage Motor Road and Ferry Company, known as the Sandbanks Ferry Company, was established in 1923 to run a chain ferry service between Sandbanks in Poole and Shell Bay in Studland, near Swanage. The Sandbanks Ferry Company has been

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in the same family ownership since 1983 and is headed up by Chairman, Mike Kean and Managing Director, Jason du Toit.

The present ferry, 'Bramble Bush Bay' came into service in January 1994 and is the fourth ferry to operate this service. 'Bramble Bush Bay' is 242 feet in length and has a nominal capacity of 48 cars.

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