

Matt Gilbert

COPYWRITER

Unicef – Give a Child a Life Campaign Manifesto

Manifesto:

You can probably read and write.

You probably went to school.

You probably had clean water to drink every day.

You probably had a bed, hot food, medicine, clothes. A home.

You probably have a birth certificate. You probably have a name.

230 million children in the world, don't even have that.

As they grow up, if they grow up, they will go hungry,
be cold, dirty, ill, tired, frightened.

And they will never go to school.

Probably.

But together we can change that.

At Unicef we believe that every child has the right to a life. We believe
that every child should benefit from the kind of chances we have.

And with your help we can give them all a better chance in life.

From fundamentals like clean water, food, medicine and vaccinations,
to longer term support through education, protection and ongoing healthcare.

We're aiming high.

We're aiming to drive down the child mortality rate to zero.

We're committed to reaching the most marginalised and vulnerable children
in the world, no matter how difficult the task or remote the location.

By leaving a gift in your will to Unicef you can help a child long term.

You can enable us to deliver the support, the love and the hope
that they might otherwise never get.

Already, we have used legacies to provide 24 million people
with access to drinking water.

18 million births have been registered in Nigeria.

We have supplied 13 million with hand washing facilities. Sanitation for 7 million.

We provided 380,000 children in Yemen with basic education.

Together we can make more children feel safe.

We can help more children to learn, to think and grow.

Leave a gift to Unicef in your will

Give a child a life.



Cancer Research UK DM Letter – This Could Be Goodbye

Extract:

“Hello, my name is Nigel Lewis-Baker.

Ten years ago I was diagnosed with inoperable, incurable, advanced prostate cancer. When I was first told, I didn’t know what to do, or what to think. I wasn’t even sure where my prostate was.

After receiving the news, I had to drive home, and that’s when I started to think about all the things that I hadn’t yet done. And worse, think of everyone I’d have to say goodbye to.

What was I going to say to my wife? How much longer would I have with her? How would we tell our daughters? How could I explain to my grandchildren that I might not be around for their birthdays; or even for Christmas?

Since my diagnosis I’ve learnt that – thanks to scientific research – having cancer doesn’t always mean having to say goodbye. At least not today...”

NIGEL LEWIS-BAKER – MBE

Hello, my name is Nigel Lewis-Baker.

Ten years ago I was diagnosed with inoperable, incurable, advanced prostate cancer. When I was first told, I didn’t know what to do, or what to think. I wasn’t even sure where my prostate was.

After receiving the news, I had to drive home, and that’s when I started to think about all the things that I hadn’t yet done. And worse, think of everyone I’d have to say goodbye to.

What was I going to say to my wife? How much longer would I have with her? How would we tell our daughters? How could I explain to my grandchildren that I might not be around for their birthdays; or even for Christmas?

Since my diagnosis I’ve learnt that – thanks to scientific research – having cancer doesn’t always have to mean saying goodbye. At least not today. Back then I knew nothing about prostate cancer but I decided that if I had to face this thing, if my family had to face it, I would find out everything I could. I didn’t know how long I might have, but I would take ownership of my disease.

Having been incredibly shy and
noisy about my cancer. I
one, so I started

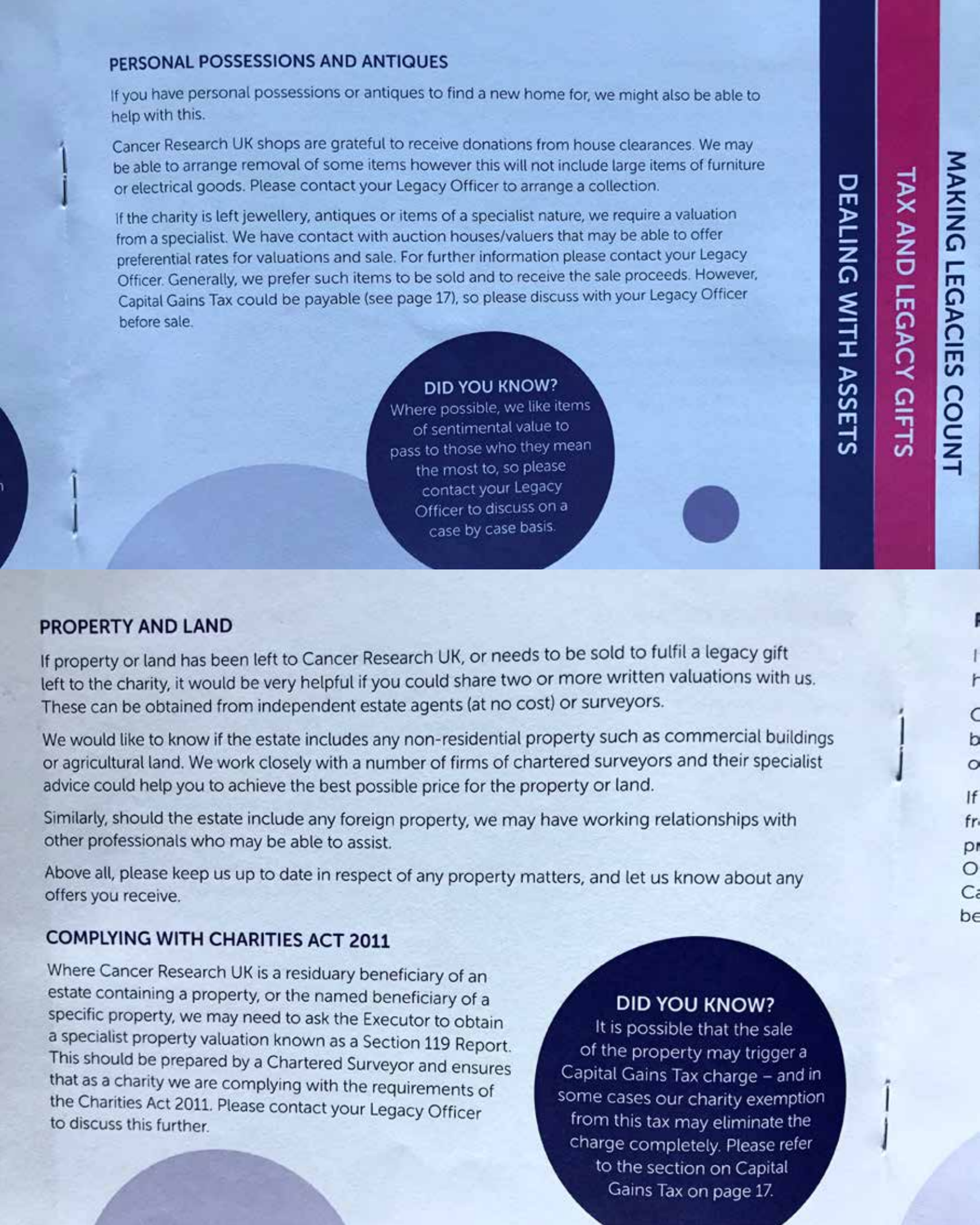
This could be goodbye

Cancer Research UK Gifts in Wills: A Helpful Guide for Executors

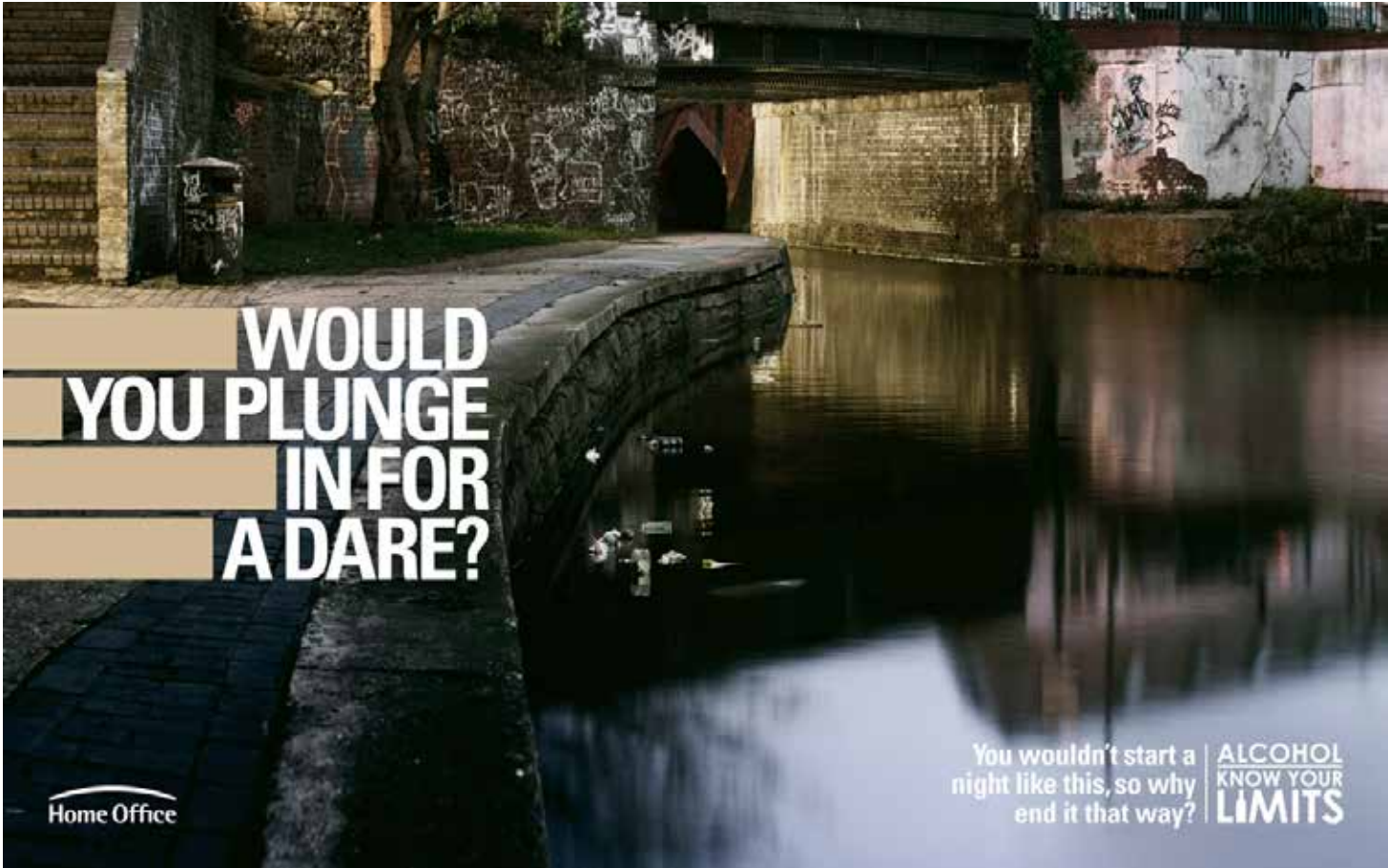
Extract:

“Complying with Charities Act 2011>

Where Cancer Research UK is a residuary beneficiary of an estate containing a property, or the named beneficiary of a specific property, we may need to ask the Executor to obtain a specialist property valuation known as a Section 119 Report. This should be prepared by a Chartered Surveyor and ensures that as a charity we are complying with the Charities Act 2011.”



Home Office - Anti-Binge Drinking Campaign





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RADIO/PODCAST SCRIPT:

'And' is a big word for us.
And is the tie that binds us together.
And is you talking and us listening.
And is earning what you got.
And is your hard work and us upholding its value.
And is planning for a brighter future.
And is getting there together.
And that's just how we roll.
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IF MORE INVESTORS PUSHED BOARDS TO ACT ON NET ZERO, COULD WE CHANGE THE WORLD?

How a company tackles the financial risks from climate change, is fundamental to its future. Responsible investors are key to pushing boards to go beyond sound-bites and take action.

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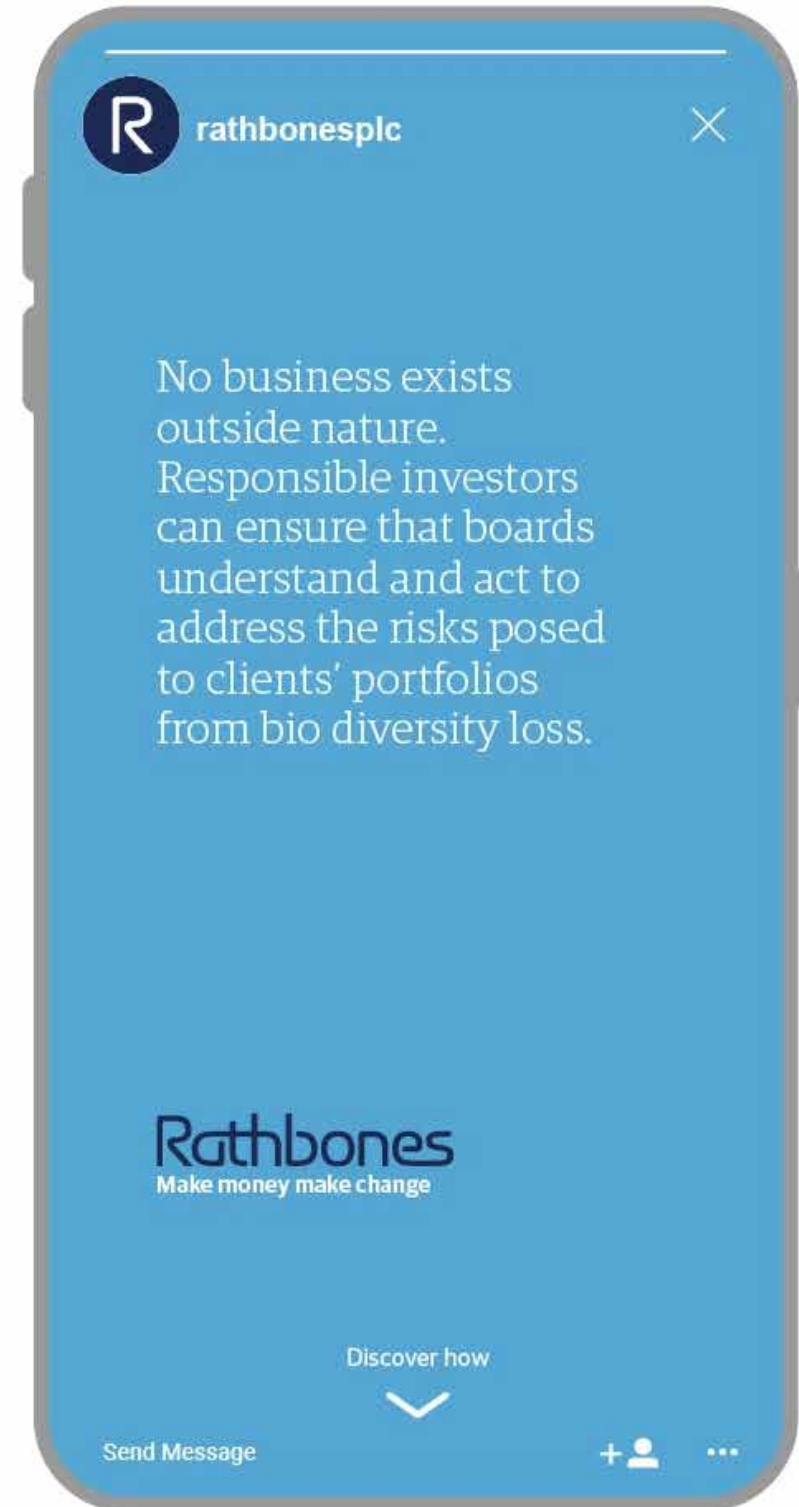


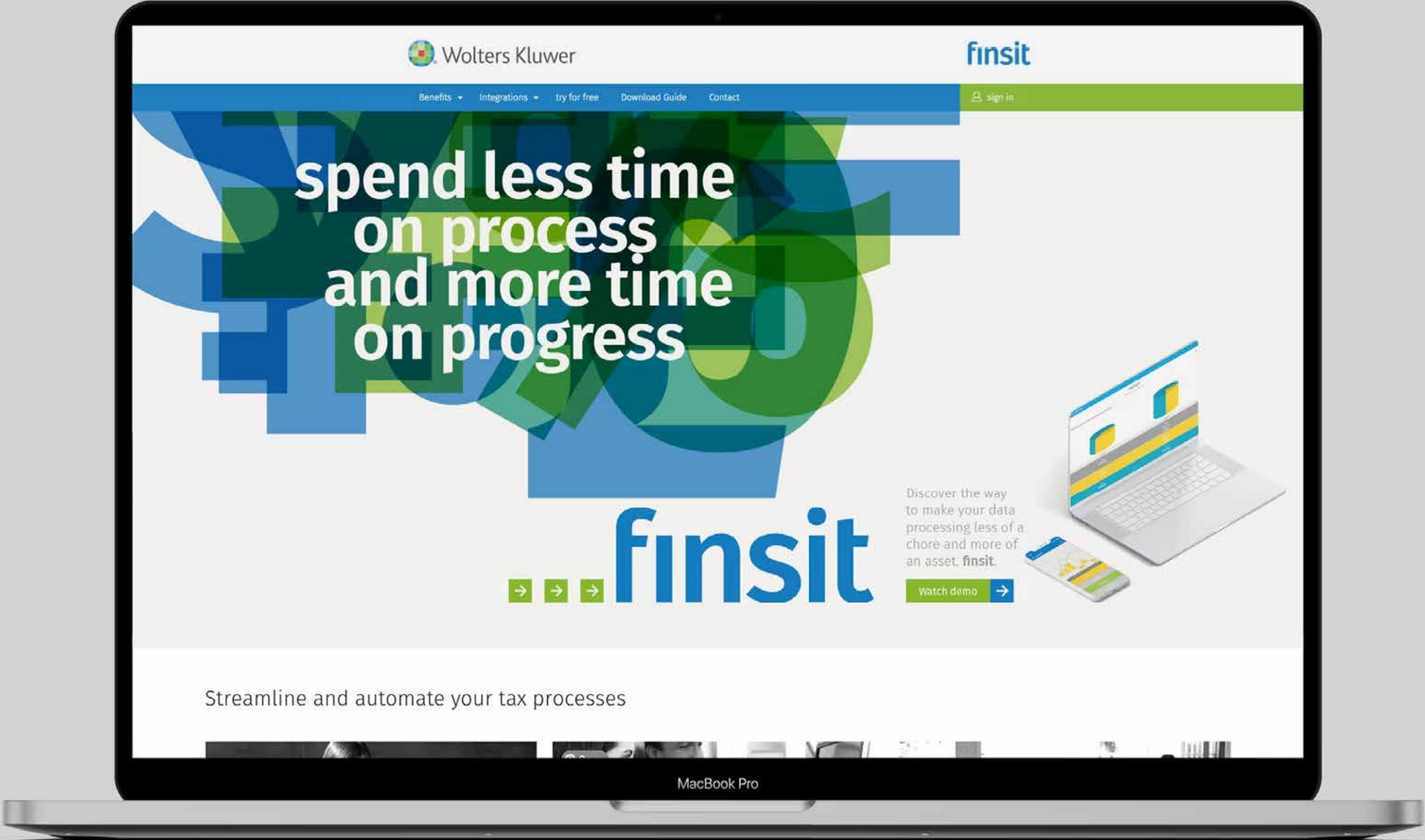
DO OUR BOARDS REFLECT THE SOCIETIES THEY BELONG TO?

Boards with no diversity can be prone to stale ideas. For a successful, resilient business, debate and fresh thinking are essential. As responsible investors, we push for the full benefits of diversity, ensuring no company is held back by group think.

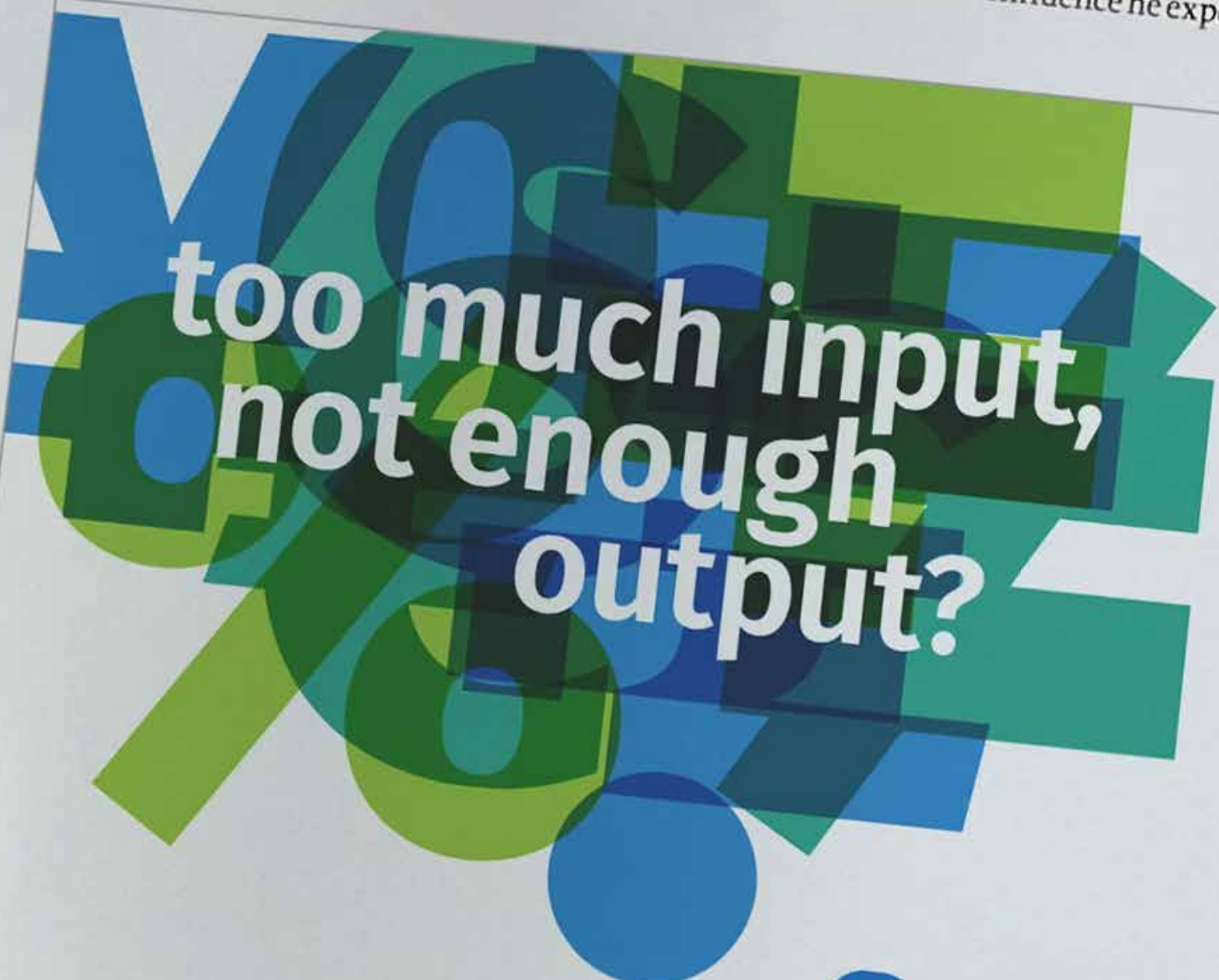
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quite won him the influence he expected—



too much input,
not enough
output?

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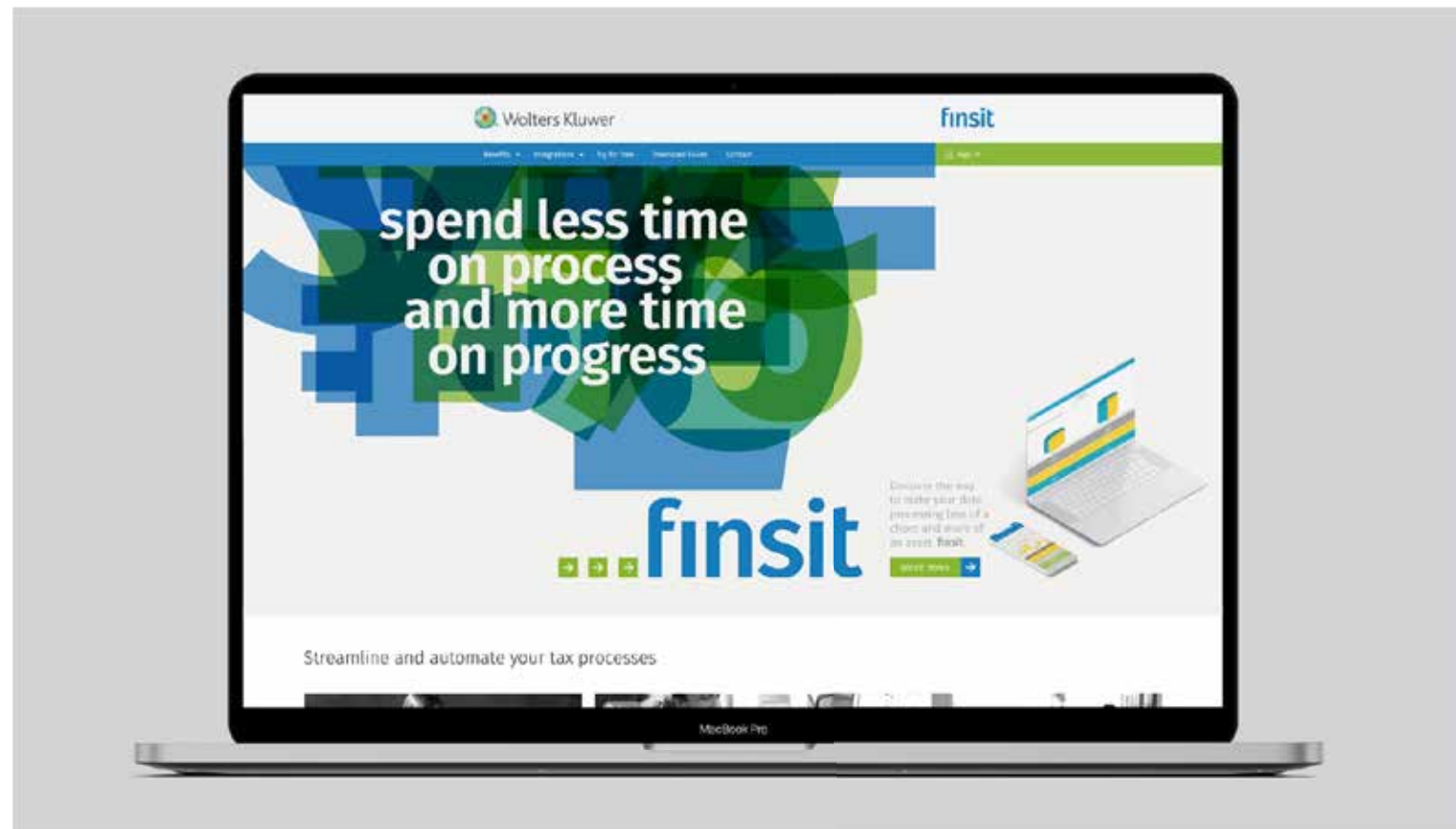
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Experience the thrill of the mountains

The French Alps attract hundreds of thousands of visitors all year round. Whilst renowned for winter skiing, the dramatic mountain landscape, beautiful towns and alpine villages draw in tourists whatever the season.

The much-loved Snow Train, plus regular TGV services throughout the year and direct Eurostar trains during the ski season, make rail travel a natural choice for people to get to the area.

Straight to the Heart of the Alps

Snow and Mountain

Winter fun

During the ski season, all you want to be thinking about is having fun. Whether you're heading out with friends for a full-on action-packed time on and off the slopes, or with the family for a more relaxed holiday, the French Alps cater for all kinds of break.

Experienced skiers, nervous novices and dedicated snow-boarders all want the same thing – enjoying the piste. Travel by train and you really can be sure to make the most of your trip right from the very moment you set out.

Snow Train

A great way to begin your holiday, whether you want to get a good night's sleep before you hit the slopes, or start the party in the onboard bar/disco on the way, the Snow Train is the service to use. With our overnight train from Paris you can maximise the amount of time in the resort with up to eight days on the slopes (see pages 18-19 for further details about the Snow Train service).

TGV and Eurostar

Regular TGV and overnight services from Paris serve the major Alpine resorts, including Moutiers, Bourg St-Maurice and Alpe-La-Plagne. During the ski season there are also weekly day and overnight Eurostar ski train services to these stations from London and Ashford.

Alpine spring and summer

The French Alps possess some of the most breathtaking scenery in the country. During the spring and summer months, with the mountain meadows in full bloom, the valleys and small towns and villages are absolutely stunning.

Hikers come from all over the world to walk in the mountains, but horse-riding, tennis and golf are all also widely enjoyed. In addition, the hundreds of lakes, rivers and streams that criss-cross the region increasingly play host to a range of watersports, such as canoeing and white-water rafting. If you're feeling really energetic you could even hire a set of wheels and go mountain biking or tour cycling.

Chamonix, is the main centre for Alpine skiing, but its central location, shops and facilities make it a perfect starting point for holidays of all kinds. In the immediate area around the town, there are close to 200 miles of marked hiking trails, including the Tour du Mont Blanc, a week-and-a-half long hike, which takes in France, Italy and Switzerland.

For chocolate box prettiness, Annecy takes some beating. Encircled by mountains and lapped by the waters of Lake Annecy, a walk around the town is like stepping inside a postcard. The older central area is criss-crossed with canals whose flower-strewn bridges lead to streets with an abundance of picturesque shops and cafés.

What could be more enjoyable than a fast, comfortable journey into the midst of some of the most gorgeous views France has to offer?

For booking details please see back cover.

For product information see pages 18-19.

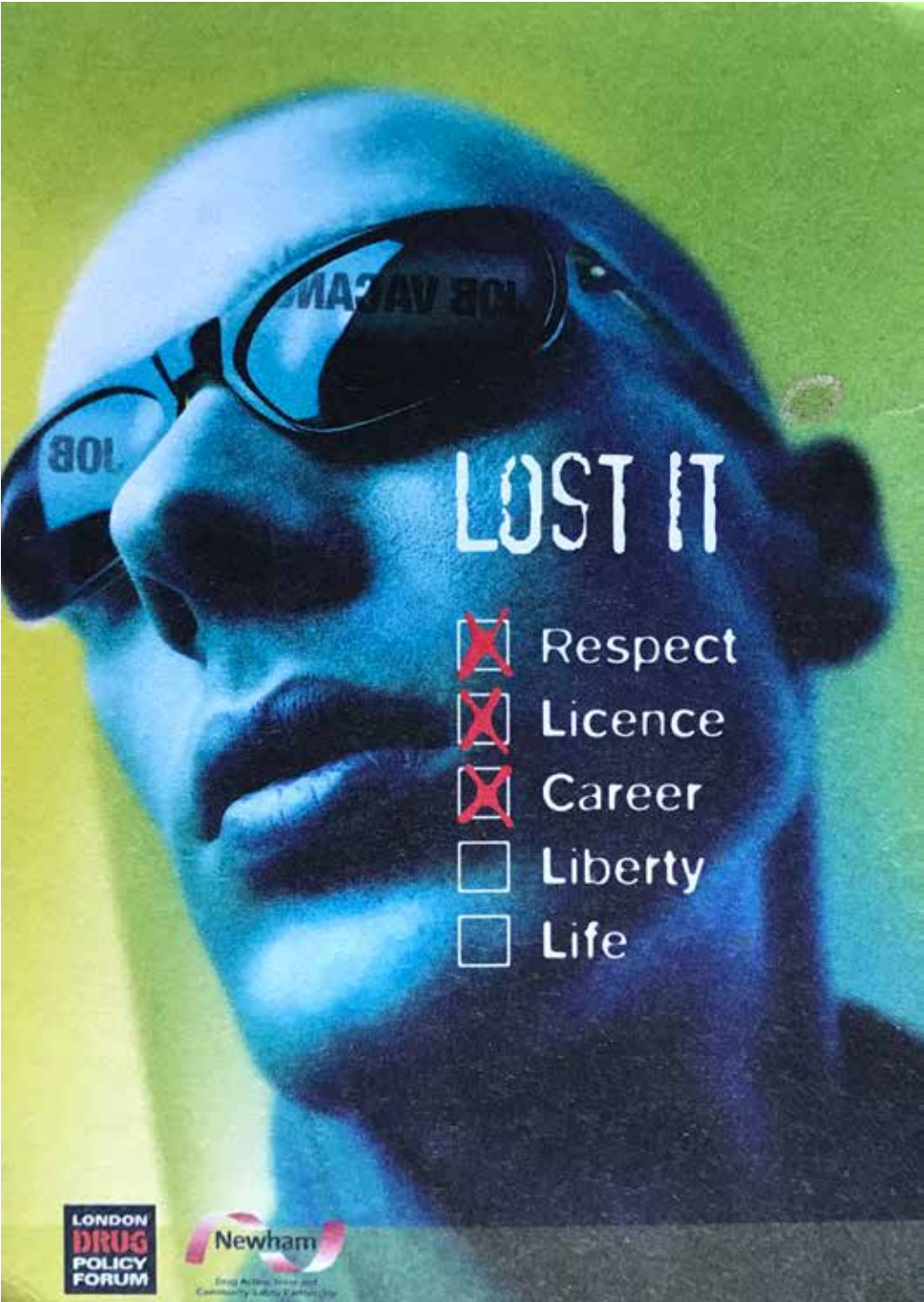
Sample timetable and fare information can be found in the accompanying booklet.

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LONDON DRUG POLICY FORUM

Newham
Drug Action Team and Community Safety Partnership

The effects of drugs on the driver

The way a drug affects an individual depends on many things. It depends on the type, amount and purity of the drug; the person's mood, body size and personality. Setting, expectations, previous experience and other people can all influence the way in which a drug takes effect.

The impact of a particular drug, or mixture of drugs, on driving ability is unpredictable and difficult to judge. Perception of speed and distance, concentration and reaction times can all be seriously impaired. When driving circumstances change very quickly, the ability to focus and to co-ordinate appropriate responses to situations is crucial. Drugs can dramatically reduce this capacity and thus greatly increase the chance of accidents.

Cannabis

Cannabis is the most popular illicit drug in the UK. Many people regard it as a harmless relaxant, but it can influence your ability to drive safely. Cannabis use can alter perceptions of time and distance. It can also affect concentration and lead to disorientation, paranoia, poor co-ordination and balance, short-term memory loss and mental confusion.

Stimulants such as Ecstasy, Cocaine and Amphetamines.

Stimulants give drivers a false sense of confidence and increase risk-taking behaviour. Cocaine in particular over-exaggerates confidence, which can lead to rash decision making. Ecstasy distorts visual perceptions

making it hard to assess distances, whilst decreasing the ability to co-ordinate appropriate reactions. Stimulants are often used to counteract tiredness, but lack of sleep or rest will always impair concentration and increase the risk of an accident.

Hallucinogens such as LSD and Magic Mushrooms

As the name suggests Hallucinogens cause hallucinations and distortion of the senses. A distorted sense of time and distance will considerably increase the likelihood of having an accident. Hallucinogens change visual perceptions, severely limiting the capacity to react appropriately to changing situations when driving.

Opiates such as Heroin, Opium, Codeine and Methadone.

Opiates slow down the whole body, including breathing and heart rate. Severe respiratory depression can induce coma. Drivers' perception of speed and distance will be distorted. Concentration will be considerably diminished and reaction time will be slowed.

Central Nervous System (CNS) Depressants such as Alcohol, Barbituates, Tranquillisers and GHB.

CNS depressants, such as alcohol, affect the body's central nervous system by slowing down activity in the brain. Reaction time is reduced, perceptions are distorted and the ability to concentrate deteriorates. When taking prescribed CNS depressants such as valium it is important that you always

read instructions carefully, or consult a doctor to find out how the medication may impact on driving ability.

Polydrug use

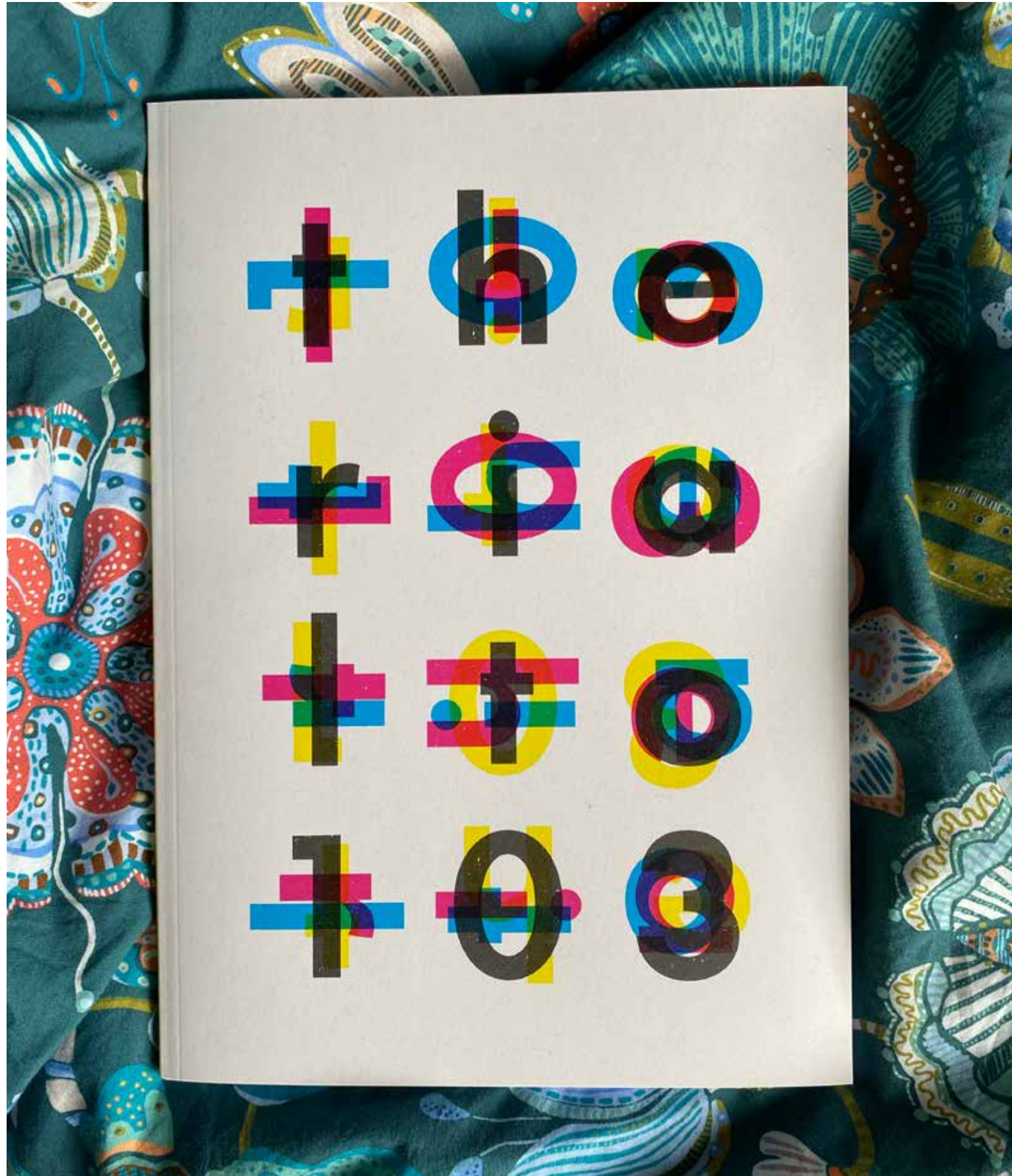
Polydrug use involves the mixing of more than one drug at once, so that both are active in the body. Using two or more drugs, such as alcohol and illicit drugs, at the same time can have unpredictable consequences. Some illicit drugs contain more than one substance – you can't be sure of their effects. To avoid problems with prescription drugs always carefully follow medical advice or the guidelines on the packaging.

Drugs and driving don't mix

If you drive on drugs the chances of having, or causing, accidents are dramatically increased. The consequences could be devastating, even fatal. If you happen to get caught, the penalties for drug driving are as severe as for those imposed for drink driving. The police can test and will prosecute. Is it worth the risk?

DRUG DRIVING. RISK IT, RISK EVERYTHING.

national drugs helpline 0800 77 66 00



WHEN THE FIELDFARES

When the fieldfares and the redwings
appear, abrupt upon the surface of a day,
they have not blessed the house, or gifted

eyes some kind of special sight, as a prize
for noticing the world. Their presence signifies
no portent. No family members will be doomed

to die, because twenty-seven members of a thrush
clan have landed on a leafless ash. Sit there hushed
and still. Facing others perched around the rowan,

bare, across the garden. Until, with an avian group
signal, they leave. Together, in their mixed flock.
A little after three o'clock. All that happens is

a scattering of birds, migrating from the north,
to avoid the harsh of Scandinavian winter,
settle for a time on a pair of handily placed

trees. Then wait. Neither aliens, nor gods. Not
explorers crying out, as they spy a distant shore.
Nor arriving like a new-born; one day not there,

one day at life's heart. Nothing of significance
occurs. Synapses fire, connect, note an event, inside
a mind. No changes made, to anything, or anyone.

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