

IN SUPPORT OF THE INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES



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The International Federation is the world's largest humanitarian organisation, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions.

The partnership between the Land Rover G4 Challenge and the International Federation is an obvious one. Land Rover managing director Phil Popham explains: "The Challenge is an established adventure competition that excites and inspires – making it an ideal platform for fundraising. I feel it is now essential for us to leave behind a global legacy and considering Land Rover's humanitarian heritage, a partnership with the International Federation makes perfect sense."

Land Rover already supports a wide range of global sponsorship partners, including environmental, conservation, exploration and wildlife causes throughout the world. Through its association with the Land Rover G4 Challenge, the International Federation will become the first humanitarian organisation within this group.

Since the company's creation in 1948, Land Rover vehicles have been involved in humanitarian aid work with many different organisations. They continue to play a major part in providing assistance to those in need. Land Rover's association with the International Federation also goes back a long way. In 1954, Land Rover supplied a long-wheelbase Series 1 to the British Red Cross for use in Dubai as a mobile dispensary.