



L-R Go North East managing director Kevin Carr, Daft as a Brush communications manager Dave Harrison and ScreenServices' Jason Charlton and Denise Bainbridge

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## North East businesses unite to support local charity

In support of an epic charity adventure aiming to create 1million free hospital journeys for cancer patients, the region's biggest bus operator, [Go North East](#) has joined forces with long-term partner [ScreenServices NE](#) to drive awareness and inspire local communities to contribute to the cause.

Earlier this month, Daft as a Brush Cancer Patient Care, led by founder Brian Burnie, set off on a 7,000 mile two-year trip to raise £4million and take its specialist transport services nationwide.

Hitting the road in its own set of wheels, affectionally named 'Bluebell Bus', the North East charity is travelling coastal paths across the UK and Ireland hoping to create a network of Daft as a Brush hubs.

To promote the voyage, one of Go North East's buses has been wrapped by Pelaw-based ScreenServices. Adorned in the charity's bold branding and featuring its iconic Daft as a Brush character, the double-deck replacement service which travels across Tyne and Wear, acts as a mobile advertisement.

[Daft as a Brush](#) communications manager Dave Harrison, said: "Never did I imagine our characters to go this large - at a towering 4.5 metres! We think the bus looks stunning and are sincerely grateful for the kindness and expertise from ScreenServices, and we really appreciate Go North East for donating, not just one of its bus services, but the funds for the graphic application to help raise public awareness."

Since hitting the road, feedback from Go North East passengers has been positive with one customer tweeting about 'getting a lift' from Daft as a Brush.

Kevin Carr, managing director at Go North East added: "We're incredibly proud to partner with Daft as a Brush, it's a great charity that provides essential services to thousands of local people at a time when they need it most. To see this taken nationwide is a real achievement."

Jason Charlton managing director at ScreenServices - Europe's leading manufacturer of branding and safety critical decals to the construction and agricultural machinery equipment markets, said: "We've worked with Go North East for over 25 years, wrapping its fleet of vehicles with iconic local branding. Our team is extremely proud to have been involved with the Daft as a Brush project, it was fantastic to help turn their dream into a reality."

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[Go North East website](#)