

**Embargoed until 00:01am on Tuesday 18<sup>th</sup> September**

**PRESS RELEASE: Scottish campaigner recognised by SMK Awards 2012 – A ceremony hosted by Jon Snow which captures the spirit of campaigning today**

**Sally Hinchcliffe, from Dumfries, Scotland, is a founding member of Pedal on Parliament. Together, this campaigning group are raising awareness and putting pressure on politicians to sign up to an eight-point manifesto to make Scotland a cycle-friendly nation. This April, 3000 cyclists from across Scotland pedalled on parliament in a mass ride in support of the manifesto.**

**Sally is a finalist for this year's [SMK Transport Award](#). Sponsored by Dr Simon Norton, this award is a celebration and recognition of people working to meet the transport challenges of our time.**

Sally joins a collection of [Sheila McKechnie Foundation](#) (SMK) Campaigner Awards winners and finalists, who will be announced on 18<sup>th</sup> September at a special ceremony hosted by Channel 4 newscaster and SMK Patron Jon Snow, at St Martin-in-the-Fields, Trafalgar Square, London.

The awards recognise the outstanding contribution that a new generation of campaigners are making towards achieving social, environmental and economic justice here in the UK. The winners will receive a tailored package of support to help them develop their campaign.

Pedal on Parliament's eight-point manifesto includes: proper funding for cycling, better infrastructure design, safer speeds, proper local cycling strategies, better law enforcement, reduced risk from HGVs, better training for all road users and better research to support policymaking.

The Transport Award will be presented by **Zac Goldsmith**, MP. Zac is a vocal campaigner against Heathrow's third runway and he is well known for his campaigning on other environmental and conservation issues.

SMK is the UK's only charity dedicated to connecting, informing and supporting campaigners.

Sally Hinchcliffe says: "I'm delighted to have been shortlisted for this award – especially when you consider Pedal on Parliament was only formed this February. We're just a group of cyclists who've never done anything like this before, and

having some support from SMK to help us make connections with others on the Scottish scene will be invaluable"

Linda Butcher, Chief Executive of SMK, says:

"At a time when campaigners across the globe are taking action on issues they care about, it is extremely important to recognise the people across the UK who tackle the injustices and inequalities we face in our society. Our winners and finalists do just that. These inspiring individuals, from all walks of life, care deeply about an issue and have got great ideas about how to make things better. Sally is a fantastic example of someone who is dedicated to making a nationwide change through grassroots action."



*John Snow presenting the SMK Campaigner Awards ceremony 2011*

**To download hi res photos from last year's awards ceremony, please visit our Flickr photo stream at:**

<http://www.flickr.com/photos/campaigners/sets/72157627543747805/>

**High res digital photos from this year's ceremony will be available after 18<sup>th</sup> September.**

**IF YOU HAVE ANY OTHER PRESS ENQUIRIES PLEASE CONTACT [alice.moore@smk.org.uk](mailto:alice.moore@smk.org.uk) / 020 7697 4045**

#### **Notes to Editors**

##### **About SMK**

1. SMK is a charity with a unique remit – to connect, inform and support campaigners.
2. SMK was set up in 2005 to commemorate Dame Sheila McKechnie, a dedicated and effective campaigner, who spent much of her life championing change. Sheila (Shelter, Which?/Consumers'

Association) empowered individuals to recognise and assert their rights, and made governments and businesses understand, implement and respond to the issues she campaigned on.

3. SMK provides support for campaigners in pursuit of charitable objectives.

### **About the SMK Awards programme**

1. The seventh year of the Awards are sponsored by a range of organisations including: Age UK, Barrow Cadbury Trust, City of London, Shelter, Simon Norton, Tellus Mater, Trust for London, and Which?

2. Our awards provide winners with a bespoke package of support specific to their campaign issue. This includes:

- one-to-one coaching sessions
- advice on parliamentary and media tactics
- residential training with other winners
- shadowing opportunities
- mentoring from senior campaigners with a track record in the winner's policy area

3. The award is for people at the early stages of campaigning whether it be in a national pressure group or campaigning charity, as well as people who are campaigning on a voluntary basis and are relatively new to campaigning as an activity.

### **About the SMK Transport Award**

This award is for campaigners across the UK working to meet the challenges of our time by improving access, creating sustainable, integrated solutions and/or helping change the way people think about transport.

Winners of an SMK Campaigner Award receive a tailored package of support, which includes one to one coaching from a highly experienced campaigner, an intensive and inspiring residential skills-building weekend and an invitation to a high profile awards ceremony.