

20th April 2020

## **Air Business launches #readingtogether campaign with Clients**

**Air Business, a market-leading distribution and subscriptions management company, has teamed up with some of their customers in the Magazine and Book Publishing sectors to donate some of their publications to Hospices and Care Homes. The aim is to provide reading material for the elderly, sick children and disabled community in a bid to encourage the coming together, through words, as we stay apart during lockdown.**

Following a message of thanks from a reader; *"I have always looked forward to the postman delivering my magazine each week, but never more so than now. I live alone with just my cat for company and self-isolating every day does take its toll."* Air Business recognised how important magazines and communications are for vulnerable people at this time.

The project has only just begun but is already set to deliver hundreds of books and magazines to many British Care Homes and Hospices. They will also be sending many books to several Children Hospices and Hospitals. Amongst the list to receive donations is Noah's Ark Children's Hospice, Air Businesses chosen charity, who they have supported for many years. The number of donations is set to grow as more and more Publishers and Distribution companies offer donations. Many of the major Publishers have offered their support.

**Lenka Booker, Customer Experience Director, who is leading the project, said,**

*"We understand that lockdown is especially hard for people who are very isolated and vulnerable. We wanted to give something back and what better way to help our communities than by doing what we do the best, connecting publishers and readers, by putting books and magazines in their hands to enjoy. The generosity from our customers has been overwhelming, so many leading publishers and distributors have contacted us to get involved. It's so rewarding to be able to give something back to the community and we hope this is just the start."*

**ENDS**

**From A  
to Beyond**



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## Notes to Editor:

### **About Air Business**

Established in 1986, Air Business is a market leader in global mail, fulfilment, distribution and subscription management.

We serve many of the UK's leading businesses across a diverse range of sectors such as publishing, memberships, associations and e-commerce. Our unique end-to-end service portfolio includes subscriber acquisition and marketing strategy, worldwide postal and courier distribution, digital and mail fulfilment solutions and warehouse and freight logistics, all with exceptional and seamless customer service at its heart.

We are a wholly-owned subsidiary of An Post, the Irish Post Office, one of the world's leading postal services renowned for its quality of service and infrastructure. This gives us the freedom to operate independently, whilst also benefiting from the backing and support of a national post office.

As strategic partner of the Professional Publishers' Association (PPA) since 2010, we are committed to being a visible and active supporter of the industries we serve.

[www.airbusiness.com](http://www.airbusiness.com)

