



CAME BY SHIP



WISTA-UK

Press Release

Issue date: 14 April 2014

WISTA-UK, part of the Women's International Shipping & Trading Association, celebrates its 40th anniversary this year by launching the 'Came by SHIP' campaign.

WISTA-UK has launched an awareness campaign aiming to draw together all the UK shipping stakeholders with a common focus, to make the public, media and students aware of the importance of the shipping industry for our country.

Our country depends entirely on shipping, our raw materials, petrol, our food and our everyday gadgets and our clothes, our furniture, toys, books, cars and beyond.

During 2014, WISTA-UK's "*Came by SHIP*" campaign focuses on how we can contribute to our industry, our youth, our members and our country to make this a memorable year. Our inspiration has been the desire for the public to be aware of the importance of shipping not only in the UK but globally.

Wista-UK intentions are to go a step further by involving students and young people in two ways; firstly as broadcasters of our efforts and secondly, and most importantly, for them to discover all the possibilities and opportunities the sea and the shipping industry offers to everyone, men and women, wishing to work in the maritime sector, this is the best legacy and contribution our association can offer to our industry.

With the "*Came by SHIP*" campaign, WISTA-UK is organising a whole year of activities. The campaign will start with the launch of a global photography competition in partnership with Sea Vision and based on the "Movement of goods/ships" theme. There will be other events, including One Day Forum in Liverpool as part of the International Festival for Business.

A shipping essay is also being organised, and WISTA-UK members Jean Winfield and Martine Frost from Jeannius Consulting are in charge of the project.

The Came by SHIP campaign is aiming to highlight the role that shipping plays in the life of us all.

Maria Dixon, President of WISTA UK remarked "In the UK, there is an urgent need for young people and the public in general, to realise that 90% of everything from food to fuel to clothes to gadgets, comes to the UK by ship" and she added "We have been on the street asking questions about shipping, and the lack of knowledge is appalling. People think our cargo comes by planes, and most of them do not think that our economy is maritime dependent"

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-WISTA-UK is part of the Women's International Shipping & Trading Association, an international organization for women in management positions involved in the maritime transportation business and related trades worldwide. It is a major player in attracting more women to the industry and in supporting women in management positions. With networking, education and mentoring in focus, WISTA seeks to enhance members' competence and empower career success. WISTA-UK is the oldest of all the national WISTA associations and was founded in 1974. During 2014 is celebrating its 40th anniversary and they are launching the Come by SHIP campaign to highlight the role



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