**Air Ambulances UK Week – Every Mission Starts With You**

**Press Release: For Immediate Release**

**Devon Air Ambulance joins 21 Air Ambulance charities to raise awareness of the lifesaving service for Air Ambulance Week with the help of iconic locations across the county.**

Air Ambulance Week 2025 takes off across the UK from 8 – 14 September, raising awareness of the lifesaving work of air ambulance charities. Here, Devon Air Ambulance (DAA) is celebrating with the support of iconic Devon landmarks such as Barnstaple Clock Tower, Exeter Guildhall and Smeaton’s Tower in Plymouth who will be lighting up in blue to recognise the work of this vital emergency service in Devon.

This national awareness week, organised by Air Ambulances UK, brings together air ambulance charities from across the UK to share one powerful message: ‘**Every Mission Starts With You.’** Air ambulance crews are dispatched to over 134 lifesaving missions each day across the UK – and each of those missions here in Devon is powered entirely by public support. Whether you choose to donate, fundraise, or simply spread the word on social media, your support helps their critical care teams reach people in their moment of need.

During Air Ambulance Week, DAA will be sharing the stories of people whose lives have been saved by advanced pre-hospital care – delivered at the scene by the air ambulance crew using advanced equipment, drugs, and expertise. It’s a reminder that every mission truly starts with individuals like you – the loyal supporters.

Air ambulance charities rely on generous donations to continue delivering urgent, advanced medical care to people with sudden life-threatening injuries or illnesses. By supporting Devon Air Ambulance, you’re helping to save lives and improve patient outcomes every single day.

**Greg Allen, CEO of Devon Air Ambulance said:**

*‘So far in 2025, we have been tasked to more than 1200 incidents across the county. None of these missions would be possible without the incredible support we receive from the people of Devon. Whether it’s a business partnership, a group taking part in one of our events, an individual fundraising on their own or a former patient sharing their story – every mission starts with that kind support.*

*‘During Air Ambulance Week 2025, we are honoured to see so many people talking about and supporting the entire sector including many iconic Devon buildings who are kindly lighting up their buildings to show their support. Every mission starts with you, our supporters, and we continue to save lives, together.’*

Air ambulance crews bring advanced critical care to the patient, performing critical interventions using specialist equipment and enhanced treatments that make a real difference. By air and by road, Devon Air Ambulance responds to around 40 missions each week across Devon and neighbouring counties, playing a vital role in emergency response and making a lifesaving difference across the southwest.

Each helicopter mission costs on average £4,500 which is funded entirely by local communities.

This Air Ambulance Week, Devon Air Ambulance is calling on people across Devon to show their support – helping the service to reach more people like Jon, who suffered a cardiac arrest at work in 2024.

Jon, a father and artist, began that day like any other – immersed in his work as a construction site manager, unaware that his life was about to change forever.

Around lunchtime, Jon began to feel an unusual tightness in his chest. His colleagues noticed something wasn’t right. His colour had drained, and he looked unwell. Though he brushed it off at first, his symptoms persisted. Concerned, a colleague insisted on taking him to their local community hospital.

‘I thought it might just be the tail end of the cold we all had over Christmas,’ Jon recalled. ‘Nothing felt serious at first.’

His wife, Laura, had spoken to him just before lunch when he hadn’t mentioned any discomfort. But by the time he arrived at the hospital, panic had set in. As he reached the entrance, Jon collapsed in the doorway. Medical staff quickly realised he was having a heart attack and dialled 999.

Devon Air Ambulance was dispatched immediately. The critical care team met John at the hospital and accompanied him in a land ambulance to the Royal Devon & Exeter (RD&E) Hospital. En route, Jon’s condition deteriorated, and he went into cardiac arrest. The team delivered three shocks with a defibrillator. To protect his vital organs, our Critical Care Doctor placed him in an induced coma.

At RD&E, Jon was rushed into surgery where a stent was fitted. He remained in a coma for eight days. During that time, he suffered recurring seizures, and by day three, doctors began preparing Laura for the worst.

Read Jon’s story and donate to Devon Air Ambulance by visiting: [Jon’s Story: A brush with death - Devon Air Ambulance Trust](https://www.daat.org/news/articles/2025/06/jons-story/)