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**Devon Air Ambulance crew step into the spotlight for awareness campaign**

*A powerful campaign featuring Devon Air Ambulance crew members is unveiled today, alongside the work of North Devon portrait photographer, Paul Martin.*

Devon Air Ambulance’s latest campaign, which aims to raise awareness of the real people behind their missions launches today. For the first time Devon residents and visitors can view portraits of members of Devon Air Ambulance’s crew, along with personal accounts that explore the experience of the pilots and clinicians.

In a rare and powerful move, the charity’s crew members have opened up publicly about their individual experiences in a series of compelling stories accompanied by striking portraits. They share the moments that have challenged them, incidents that have stayed with them, and even the moments of levity and humour that underpin how doctors, paramedics and pilots work together as a team. The empathy and care they bring to each patient illustrates who they are and has shaped their work and the team itself.

The campaign, titled ‘It’s Who We Are’, visually captures the intensity of the crew’s experience and the complex emotions of the clinicians and pilots.

The portraits were taken by North Devon-based photographer Paul Martin of Twonamesphotography.com – a portrait expert with a background in editorial, reportage, industry and advertising, whose impressive portfolio includes high-profile projects.

Paul generously donated his time and talent to the charity, capturing members of the crew in a series of raw yet powerful moments. He invited the crew to reflect on some of the scenarios they encounter in their work – situations that involve immense mental stress and expertise.

These are not just tales of trauma and rescue - they are reflections on teamwork, resilience, humour, and the small, human gestures that make the biggest difference. They are experiences they manage through deep knowledge, extensive training, stoicism, peer support, solidarity and care. Whether it’s a comforting word, a shared coffee, or a moment of stillness after a challenging shift, these moments are defining.

Greg Allen, Devon Air Ambulance's Chief Executive, said:

‘These powerful photographs taken by Paul capture the crew’s unique experiences in a way that is incredibly moving.

‘Many of our crew are private people and don’t see themselves as heroes the way we do. We are grateful to them for opening up about their personal experiences and how responding to everyday incidents has shaped them. We hope that through sharing their stories, our supporters will gain more insight into the work our crew undertakes, and the incredible qualities they embody that make us, as a charity, Who We Are.

‘They are the people on the front line who are here for the people of Devon whenever and wherever they are needed.

‘The work of our crew is only possible because we are supported entirely by the communities we serve. Every penny we receive – a gift in your Will, a purchase in one of our shops, fundraising, a donation to a collection tin, or a lottery membership – comes from a supporter who cares about the contribution our crew makes to the health of Devon’s people.

‘Our supporters know Who We Are – and we felt it was time to give them the opportunity to get to know us and our work even better.’

Tania Martin, Devon Air Ambulance Joint Operations Director, added:

‘At Devon Air Ambulance, we remain guided by the fantastic work of our founder, Ann Ralli who tirelessly worked to found the charity following the tragic death of her son Ceri in 1986. Her determination to improve patient outcomes in Devon is a core principle and our clinical independence as a charity allows us to continue to develop the care we deliver.

‘Today, this means our highly trained crew can be called to time-critical incidents across the county, fast, bringing advanced level care straight to the side of a patient.

‘Our crew work hard to ensure the best possible outcomes for every one of our patients, many of whom might be facing some of the worst circumstances imaginable. Our clinicians see a lot, but they are the best possible people for the job and a great source of comfort to patients and their families – including after an incident, when our Patient and Family Support team are available.’

*These powerful portraits and their accompanying stories will feature as part of the Who We Are touring exhibition, details of which can be found on the charity’s website.*

*Find out more at* [*www.daat.org/who-we-are-exhibition*](https://www.daat.org/who-we-are-exhibition)