

Press Release

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Lord Ashcroft supports Christchurch Earthquake Appeal

Lord Ashcroft, the British Conservative peer, has donated NZ\$250,000 to the New Zealand Government's Christchurch Earthquake Appeal, it was announced today.

Lord Ashcroft said, "The world is going through turbulent times, but few communities can have suffered more markedly than the people of Christchurch. At lunchtime on February 22, an earthquake of magnitude 6.3 caused profound and widespread damage and extensive loss of life, right at the heart of the South Island's largest city."

"New Zealand is a great nation, one which is close to my heart. But New Zealand is small in terms of its population and its resources and it desperately needs help to tackle the monumental task of rebuilding which lies ahead. I am delighted to have been able to play a part, and I ask everyone to consider helping where they can."

Lord Ashcroft is an international businessman, author and philanthropist. A self-made man, Lord Ashcroft has been a lifelong supporter of the Conservative Party and has served in the past as Treasurer and, until September last year, as Deputy Chairman, of the party.

He is the author of six books, including three on gallantry awards, one of his long-term passions. Since 1986, he has built up the world's largest collection of Victoria Crosses (VCs), which now totals 170 medals. The decorations are currently on public display in the Lord Ashcroft Gallery at the Imperial War Museum, London. The gallery was paid for with a £5 million donation from Lord Ashcroft.

Lord Ashcroft is Treasurer of the International Democratic Union.

He is also Vice Patron of the Intelligence Corps Museum, Chairman of the Trustees of Ashcroft Technology Academy and Chancellor of Anglia Ruskin University in the UK. He has given generously to numerous charities over many years.

Notes to editors:

Following the theft of a number of Victoria Crosses and other medals from the New Zealand Army Museum at Waioru in late 2007, Lord Ashcroft offered a reward of NZ\$200,000 for their return. The medals included the exceptionally rare VC and Bar of Charles Upham. In early 2008 the medals were recovered, whereupon Lord Ashcroft offered a further reward of NZ\$200,000 for information leading to the conviction of those responsible for the thefts. In 2009, a man was jailed for 11 years for the theft.

Prompted by the success of this exercise, Lord Ashcroft persuaded New Zealand's Police Commissioner, Howard Broad, and New Zealand business leaders to adopt the philosophy which has seen Crimestoppers play such a vital role in the fighting of crime in the UK. On 12 October 2009, Crimestoppers New Zealand was launched, modelled on Crimestoppers UK.

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For more information on Lord Ashcroft, visit www.lordashcroft.com