

## Lifesaving travel-friendly carbon monoxide alarms launch in airports nationwide in retail-first

**London, UK – 28 August 2025** - A lifesaving technology is available in stores across UK airports for the first time. **Pack Safe Appeal** and **WHSmith** have collaborated to bring portable carbon monoxide (CO) alarms to the millions of passengers who travel through UK airports every week.

Available across the UK in 29 InMotion stores, WHSmith's premium airport electricals brand, this is the first time portable CO alarms have been available in retail stores. InMotion's nationwide presence means more passengers can purchase the potentially lifesaving device quickly and easily as part of their journeys.

The move also marks a major milestone in a campaign led by the family of **24-year-old Hudson Foley**, who tragically passed away from CO poisoning on 30 August 2023 while staying in a homestay in Ecuador.

### First time available — despite warnings a decade ago

In 2015, a coroner's report following the deaths of British children **Bobby and Christi Shepherd** who passed away from CO poisoning while on holiday in Corfu warned that more lives would be lost unless CO alarms were made more readily available to travellers. Yet until now, no UK airport retailer has ever stocked them.

On the first anniversary of Hudson Foley's passing, in August 2024, his family launched the **Pack Safe Appeal** in his honour, in collaboration with the **Safer Tourism Foundation** (established in 2016 by Bobby and Christi Shepherd's mother Sharon Wood with Thomas Cooke providing initial funding), to raise awareness of CO risks while travelling and campaign for change. The campaign gained national attention after an appearance on *BBC Breakfast* on 31 July 2024, leading to over **2,000 portable CO alarms sold in the first month alone**.

**Cathy Foley**, mother of Hudson Foley and founder of the Pack Safe Appeal said:  
*"When Hudson died, we knew we had to do everything in our power to make sure no other family suffered this kind of loss. Seeing portable CO alarms in airports — right where travellers can pick one up before boarding a plane — is a huge milestone for us and an incredible step in our efforts to save lives."*

**Katherine Atkinson**, CEO, Safer Tourism Foundation:

*"This partnership shows how awareness raising campaigns can lead to real-world change that saves lives. We encourage all travellers to consider taking their own CO alarm when they go away."*

### Partnership for Safer Travel

Through the efforts of Hudson's family, **Safelincs** the UK's largest fire safety retailer and **WHSmith**, the global travel retailer, have partnered to bring portable CO alarms directly to UK airport passengers. Ahead of the busy autumn travel season, the alarms will be stocked across 29 InMotion stores, from Heathrow to Edinburgh airports, and retail at **£25**.

**Andrew Harrison**, CEO WHSmith UK Travel said:

*"At WHSmith we offer key travel essentials for passengers, and the portable CO alarm is probably the most essential travel item you could own as it may save your life. We are proud to be partnering with the Pack Safe Appeal and making it as easy as possible for customers to make a potentially lifesaving purchase at our InMotion stores on their journeys."*

**Stuart Baxter**, Managing Director, Safelincs:

*"We are delighted to work with WHSmith and the Pack Safe Appeal to make travel CO alarms available where they are needed most — right before people head off on their travels."*

The news follows the **Spring 2025 update to the Foreign, Commonwealth & Development Office (FCDO) travel advice**, which now warns about the dangers of carbon monoxide while travelling — an update prompted by the campaign led by Surrey Heath MP **Dr Al Pinkerton** and Cathy Foley, Hudson's mother.

**Dr Al Pinkerton MP said:**

*"The FCDO's updated travel guidance was an important step, but awareness alone is not enough. Having portable CO alarms readily available in airports will help prevent more tragic deaths from this silent killer."*

More information about the Pack Safe Appeal and the risks of carbon monoxide poisoning while travelling can be found by visiting the [Pack Safe campaign page](#).

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## Notes to Editors

- The Pack Safe Appeal was launched in August 2024, one year after the death of 24-year-old Hudson Foley from CO poisoning in Ecuador.
- The alarm model now available in stores is the UltraFire Travel Carbon Monoxide Detector (Model number ULLCO10-WS)
- Contact for interviews:
  - Stephanie Boyle, Safer Tourism Foundation — 07982 199 915 / [stephanie.boyle@safertourism.org.uk](mailto:stephanie.boyle@safertourism.org.uk)
- Interviews available with:
  - Cathy Foley, mother of Hudson Foley and founder of Pack Safe Appeal
  - Katherine Atkinson, CEO of Safer Tourism Foundation
- Travel CO alarms are now available in 29 InMotion stores, in 14 airports and 1 rail station across the United Kingdom:
  - Euston Rail Station
  - Aberdeen Airport
  - Birmingham Airport
  - Bristol Airport
  - East Midlands
  - Edinburgh Airport
  - Gatwick (North & South terminals)
  - Glasgow Airport
  - Heathrow (in all five terminals)
  - Leeds Bradford Airport
  - London City Airport
  - Luton Airport
  - Manchester Airport (in all three terminals)
  - Newcastle Airport
  - Stansted Airport