



Issue 3: May 2009

Armed Forces Day Newsletter

Preparing for Armed Forces Day 2009



Inside this issue:

How to join in the celebrations and Fly a Flag for Our Armed Forces on 22 June	1	Get your Armed Forces Day banners; and Festival for Heroes kicks off a week of celebrations	3
Building on the success of Veterans Day: Beach-storming and cage-diving	2	How to... Decide what kind of event you're going to hold; and find out more	4



able to join them in showing their backing for the Forces.

The Prime Minister Gordon Brown said:

'The British Armed Forces are the very best in the world. We should all be proud of the brave job that they do, and grateful to them for the sacrifices they and their families make. Armed Forces Day on 27 June is the opportunity to celebrate and recognise their huge contribution. I hope to see many Armed Forces Day Flags flying proudly across Britain that day.'

Prime Minister urges UK to 'Fly A Flag for Our Armed Forces' on 22 June

The MOD is encouraging councils, businesses and homes across the country to show their support for Britain's Armed Forces by flying a special flag designed for Armed Forces Day.

The Armed Forces Day Flag – available to order now – will be flown to mark the first ever national Armed Forces Day on Saturday 27 June 2009. This new

annual event celebrates the UK's Armed Forces – past, present and future.

Hundreds of councils have already pledged to raise the Armed Forces Day Flag at 10.30am on Monday 22 June to officially commence a week of celebrations in honour of our Armed Forces; and now businesses and homes will be

The design of the Armed Forces Day flag is based on the Union Jack and it measures 5ft by 3ft. Flags cost £10, which includes postage and packaging to UK addresses, VAT and a £1 donation by the flag supplier, Piggotts, to the Forces Children's Trust, a charity devoted to helping dependent children that have lost a parent whilst serving with the Armed Forces.

Those interested in ordering an Armed Forces Day Flag should visit www.piggotts.co.uk or email armedforcesdayflag@piggotts.co.uk.

Building on success: Veterans Day 2008



10,000 spectators cheer the storming of Weymouth Beach

Weymouth and Portland's 2008 Veterans Day celebrations kicked off with a military assault and bridge-building challenge on Weymouth Beach. Over 10,000 visitors, including many Veterans, Service men and women and their families, joined the Mayor of Weymouth and Portland

and special guests to view this extraordinary 'live' military exercise.

As military experts provided commentary on what was happening, soldiers from the Royal Engineers disembarked from a fleet of amphibious and rigid inflatable craft in Weymouth Bay and 'attacked' the beach. Following a gallant defence the beach was 'taken'. With the crowds cheering wildly, several tons of portable sections were then used to build a bridge on the beach. As a finale, several historic military vehicles were driven over it.

This precision military exercise, undertaken by skilled men and women from our Armed Forces, provided a professional and exciting opening to Weymouth and Portland's seven-day Armed Forces Day Events.



Blackpool hosted the National Veterans Day event in 2008, and used an unusual badge presentation ceremony to win maximum publicity. Early in the morning of 27 June 2008, the press were invited to watch local hotelier, experienced diver and Veteran Lynden Evans retrieve his Veterans Badge from the bottom of the shark tank at the Sea Life Centre. This gained a lot of regional interest, with both the BBC and Granada sending film crews and journalists to witness

the event and to broadcast news bulletins throughout the day.

The organisers used the press presence as an opportunity to highlight the large numbers of young Veterans in the community. They hosted several 'Veterans at Work' badge presentations, where Veterans now employed by the police force, fire and rescue service, NHS, local authorities and BAE System received their badges either from the Mayor or from their senior managers.

Blackpool hotelier and veteran celebrates 27 June with sun, sea... and sharks



Armed Forces Day resources

During May, Armed Forces Day banners will be sent to the organisers of events that have been awarded MOD grants. Using the design shown in the image, the banners are screenprinted on heavy duty external PVC, heat-welded with brass ringed eyelets, and come with plastic ties to secure them.

Any organiser can download the artwork for the banners from the Resources pages of the Event Organisers section on the Armed Forces Day website. Alternatively, Link Graphics have agreed a special discount price for any organisers who would like to display the banners.

Phone 01253 291516 or email l-s-g@btconnect.com for more details.

Order your banner for Armed Forces Day



Banner Size	AFD Price
6ft x 2ft	£22.40 + VAT
8ft x 3ft	£44.60 + VAT
12ft x 4ft	£89.40 +VAT

Postage and packing
Overnight delivery in the UK is £20+vat (up to 10kgs)

Payment
By cheque released or bank transfer

Delivery
Within seven working days

Orders
All orders must be placed in writing, by fax or by e-mail

Recent announcements

This section will be used to highlight just some of the events taking place for the first Armed Forces Day. Go to the website for full listings.



Tickets now on sale for Blenheim Palace concert

On April 17, The Royal British Legion announced a major, one-off music festival to be held in the majestic grounds of historic Blenheim Palace in the beautiful Oxfordshire Cotswolds. Festival for Heroes will provide a fun family kick-off to national celebrations in the week leading up to the nation's first ever Armed Forces Day, which is supported by the Legion. *'We owe a huge debt to our brave Servicemen and women serving in places like Iraq and Afghanistan,'* said the Festival's director Jack Knowles, 20, founder of the Armed Forces social networking website Forces365.com. *'We felt the best way to pay tribute to them was through a musical celebration to raise funds*

for a great cause like the Legion. Those attending will be part of history, and hopefully we can raise over £1 million.' Confirmed performers include British hip-hop and R'n'B artist Ironik, BRIT Award winner and multi-platinum seller Gabrielle, live rockers The Automatic (in their only festival date this year), Classical BRIT winners boy band Blake, Lulu, GO: Audio, the smash hit dance group BootyLuv, electronic string quartet Escala (made famous by Britain's Got Talent), Ultrabeat, and DJ Bodyrox appearing with solo artist Lucianna, with more to be announced. See the listing on www.armedforcesday.org.uk for more details of this and all the other Armed Forces Day events.

How to... Decide what kind of event you're going to hold



This is the first in a series of 'how to' guides, which week by week will take you through how to run a successful event, sharing the knowledge and experience of other organisers.

An Armed Forces Day event must honour our Armed Forces

(past, present and future), and be held between 13 June and 4 July. As long as it fulfils these two criteria, you can hold whatever kind of event you like; in the past, they have ranged from a simple Veterans Badge presentation to a concert with an audience of thousands. Think about what resources you have, and who you want to reach. You can look at the 2009 events listed on the website (www.armedforcesday.org.uk) for inspiration; and some popular ideas are listed below.

Parades

Cadets, Service and ex-Service men and women marching together is a great spectacle.

Public displays

Whether it is an exhibition stand in your local library or a military display team presentation as part of a county show, the public love to see what our Armed Forces, veterans and cadets are doing.

Veterans Badge presentations

See the separate guide for advice on how these work.

Fly the flag

There will be a synchronised raising of the AFD flag across the country on Monday 22 June at 10.30; see the cover story and the 'Support us' section of the website for more details.

Find out more



The Armed Forces Day website (www.armedforcesday.org.uk) is your one-stop shop to find out what's going on around 27 June, and how you can get involved. You can read about what's going on up and down the

country as well as in your area, and add details of how you'll be celebrating Armed Forces Day to the event listings.

If you are holding an event, the new Event Organisers

section is full of information on planning and running your event. It includes a resources page, where you can download a variety of resources that can help you publicise your event, such as a template for a press release that you can send to your local paper, and the Armed Forces Day logo in a variety of formats. Information will be added right up until 27 June, so keep checking back.

New sections will be added to the website in May – look out for next month's edition of the Armed Forces Day Newsletter for more details.

If you have any questions or comments on this newsletter, the website or any other aspect of Armed Forces Day, please submit them via the website.