



21 June 2016

VODAFONE UK PARTNERS WITH WOUNDED VETERANS FUND TO SUPPORT THE ARMED FORCES

Vodafone is proud to announce its partnership with the Wounded Veterans Fund, which has led to three veterans working with Vodafone for six months. Vodafone will also continue support for the Armed Forces this year, and along with thousands of people across the country, will be honouring our service men and women at the Armed Forces Day National Event in Cleethorpes on 25th June 2016.

Vodafone's partnership with the Wounded Veterans Fund developed out of its support for the Skiing with Heroes programme in 2015, which saw a number of its employees escort wounded veterans on a major challenge in the Alps. The new partnership sees three ex-servicemen, medically discharged from the Forces, join Vodafone for a period of six months for work experience as part of a transition to work programme. David Scott (Scotty), Dan Richards and John Boe, who have served across Iraq, Afghanistan and the Falkland Islands between them, are now working to support the Armed Forces Community within Vodafone by raising awareness and helping to support wounded veterans getting back into employment.

This partnership, in addition to Vodafone signing up to the Corporate Covenant in 2015, champions the employment of service personnel, whilst simultaneously helping to re-integrate ex-service men and women back into the workplace.

As part of Vodafone's involvement in Armed Forces Day this year at Cleethorpes, Vodafone team members will be offering fun activities for the whole family. Visitors can test their agility and stamina on the obstacle course, show off their quick reflexes on the Batak speed challenge, or simply join in the face painting action. There will also be the opportunity to win some prizes with the #armedforcesday photo competition, so guests can get ready to strike a pose at the Vodafone stand on the day. Event goers can even come along and pick up a goody bag or just pop in to charge their phone at the dedicated charging stations, regardless of which network their phone is on. Also, the Vodafone Advantage Scheme means that any current or former Armed Forces personnel (and five of their friends and family) can enjoy up to 20% discount on all Pay monthly bundles.

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Helen Lamprell, Vodafone UK Director of Corporate and External Affairs, said *"We are really excited to be able to announce the launch of our partnership with the Wounded Veterans Fund and are enjoying the opportunity to work with Scotty, Dan and John as part of their internship. We are also delighted to be supporting Armed Forces Day again this year as we continue our work to celebrate those in the military and their families. Our commitment to this extended last year when we signed up to the Armed Forces Covenant, pledging to help re-integrate ex-service men and women back into the workplace."*

The National Armed Forces Day Event this year will be hosted along the coast of Cleethorpes with activities and stands throughout the North Promenade including The Red Arrows display and Military Show in the Boating Lake. Vodafone's support for this event is a continuation of Vodafone's longstanding support for the military.

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Notes to editors:

- Vodafone Advantage discounts for British Armed Forces and Ministry of Defence employees are available off pay monthly plans only and up to 20%. More details here: <http://www.vodafone.co.uk/vodafone-advantage/>
- The Armed Forces Day National Event is being held in Cleethorpes, Lincolnshire on the 25th & 26th June, where Vodafone will be represented 2x stands (1. ancillary & trade area in the village 2. Promenade). There are smaller fringe events all over the UK. <https://www.armedforcesday.org.uk/>
- Wounded Veterans Fund: *With the mission to honor, empower, and serve those Wounded Veterans, WWF is the hand extended to encourage veterans of war as they adjust to their new normal and achieve new triumphs. Offering a variety of programs and services, WWF is equipped to serve Veterans with every type of injury – from the physical to the invisible wounds of war.* <http://www.woundedveteransfund.com/>

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