

ssafa



the
Armed Forces
charity

News Release

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WW2 Forces Sweetheart, Dame Vera Lynn is announced as SSAFA Ambassador

War-time entertainer and national treasure, Dame Vera Lynn has just been announced as the first-ever female ambassador for SSAFA, the Armed Forces charity.

Explaining the decision to offer the star synonymous with war-time Britain the role of honorary ambassador, Air Vice-Marshal David Murray, chief executive, SSAFA said:

“Dame Vera is a long-term and committed supporter of SSAFA, the Armed Forces charity. She understands the vital role that the charity plays in the welfare of British Armed Forces, veterans and their families. Furthermore, she is hugely well-respected by our beneficiaries, particularly our WW2 veterans. We are honoured that she has joined our ranks as an honorary ambassador.”

Explaining why she accepted the role, Dame Vera explained:

“I am very proud to have been offered the role of honorary ambassador for SSAFA. I have always been passionate about supporting our service men and women and I’m so pleased that my role in WW2 and beyond has been recognized in such a delightful way.”

Dame Vera was a hugely popular singer and entertainer during WW2 and recorded some of the most emblematic songs of the period including *We'll Meet Again* and *The White Cliffs of*

Dover. She travelled around the world during this time, entertaining British troops and helping to boost morale overseas. Dame Vera was awarded the title of 'Forces Sweetheart' by the servicemen and women of war-time Britain and was recently made a Member of the Order of the Companions of Honour in the Queen's Birthday Honours.

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About SSAFA:

SSAFA, the Armed Forces charity (formerly known as the Soldiers, Sailors, Airmen & Families Association), provides lifelong support to anyone who is currently serving or has ever served in the Royal Navy, British Army or Royal Air Force, and their families. This includes both regulars and reserves.

Each year, our professional staff and network more than 7,000 volunteers provide assistance to some 60,000 people, ranging from World War Two veterans to the families of young servicemen and women wounded or killed in Afghanistan.

For more information visit www.ssafa.org.uk and follow us on Twitter: @SSAFA.