

ssafa



the
Armed Forces
charity

News Release

Media team 020 7463 9321

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SBS Veteran and TV presenter, Ant Middleton, is announced as SSAFA Ambassador

Ant Middleton, a Special Forces veteran and presenter of C4's *Who Dares Wins* and *Mutiny* has just been announced as a SSAFA Ambassador.

Speaking about Ant's appointment, Lieutenant-General Sir Andrew Gregory, chief executive SSAFA said:

"As an SBS veteran and now as a TV presenter, Ant is a shining example of somebody who has successfully built upon his military career after leaving the Armed Forces. He can personally identify with the circumstances facing young servicemen and women and veterans; as a result, he is a role model and inspiration to them. We are delighted he has chosen to support the work of SSAFA."

Explaining why he accepted the role, Ant explained:

"I'm really excited about becoming a SSAFA Ambassador. I know from personal experience, the difficulties that befall many of our serving and ex-serving men and women and I'll do all I can to raise awareness of their issues and help those I've stood shoulder-to-shoulder with."

Ant spent a number of years serving in the UK Elite Forces, including the Special Boat Service (SBS), Royal Marines and Parachute Squadron. He is now Chief Instructor on Channel 4's hit show *SAS: Who Dares Wins*.

Ant joins actor Antony Cotton, forces sweetheart Dame Vera Lynn and military historian Dan Snow on the charity's roster of Celebrity Ambassadors.

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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 6,500 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.