



News Release

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Kate Adie, OBE announced as SSAFA Ambassador

SSAFA, the Armed Forces charity has appointed Kate Adie, OBE as Ambassador.

Speaking about the appointment of the esteemed war-correspondent, author and presenter, Lieutenant-General Sir Andrew Gregory, chief executive SSAFA said:

“Kate’s ground-breaking dispatches from The Iranian Embassy siege to The Tiananmen Square Protests and from numerous war-zones including Rwanda and the Former Yugoslavia, have shown huge commitment and bravery to conflict-reporting and we are very proud to have her join our ranks.”

Explaining why she accepted the role, Kate added:

“Having frequently seen the military in action, I know how much we rely on our servicemen and women to keep us safe and protect our freedoms at home.”

She continues:

“It’s an honour to support a charity which does so much to support our military personnel and their families.”

Kate joins military historian **Dan Snow**, forces sweetheart **Dame Vera Lynn**, former SBS soldier and TV presenter, **Ant Middleton** and actor and forces champion **Antony Cotton** on the charity's roster of Celebrity Ambassadors.