



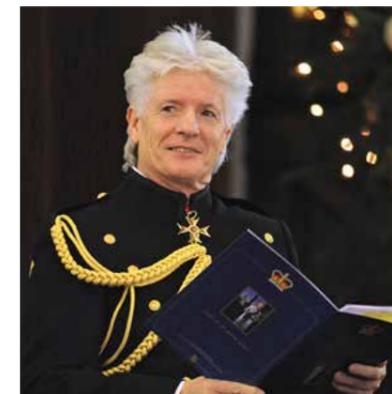
VE DAY
 75TH ANNIVERSARY
 A SHARED MOMENT OF CELEBRATION
 8 - 10 MAY 2020

PUB TOOLKIT

VE DAY 75, PUBS AND SSAFA TEAMS WORKING TOGETHER

Three days of commemorative events will be held across the nation, and the world, from **Friday 8 May - Sunday 10 May**. SSAFA were delighted to be invited by Bruno Peek LVO OBE OPR, Pageantmaster, VE Day 75 to become the official charity partner for these celebrations. We would like to see all the SSAFA family taking part, paying tribute whilst also raising money and awareness of the support we provide to the Armed Forces family.





“The 75th Anniversary of VE Day in 2020 will be an opportunity for us all to remember the enormous sacrifices that were made at home and abroad and to joyously celebrate as people did 75 years ago, the arrival of peace in Europe.

I am delighted that SSAFA, the Armed Forces charity has accepted my invitation to be our charity partner for this unique and historic celebration, and we hope that everyone will take part in the celebrations over the the three days of the VE Day 75 weekend, paying their personal tribute to those who gave so much to ensure we all enjoy the freedom we have today.

To herald the start of the three-days of commemorative celebrations taking place Friday 8th - Sunday 10th May 2020 The Nation's Toast will take part at 3pm on the Bank Holiday Friday at pubs and community venues across the British Isles.

We hope with the help of our official charity partner and their valuable team of worthy volunteers and employees, that the Nation's Toast to The Heroes of WW 2 will ring out throughout the nation, with all raising a glass of their chosen refreshment in tribute to the the millions at home and abroad that gave so much to ensure we all enjoy the freedom we have today. Please join with us in saying 'To those who gave so much, we thank you'.



Bruno Peek

Bruno Peek LVO OBE OPR
Pageantmaster
VE Day 75

THE NATION'S TOAST

To enable everyone to take part in the VE Day celebrations, HM Government announced that Friday 8th May will be deemed as a Bank Holiday. Whilst there will be events throughout the weekend of the 8 - 10 May 2020, Bruno Peek LVO OBE OPR, the British Beer and Pub Association and SSAFA are encouraging all the nation's pubs to host the Nation's Toast to the Heroes of WW2 at 3pm on Friday 8 May 2020.



FRIDAY 8 MAY (BANK HOLIDAY)

THE NATION'S TOAST TO THE HEROES OF WW2

3.00pm

The Nation's Toast to the Heroes of WW2.

The wording for the official Nation's Toast can be obtained from the download page of the VE Day 75 website: www.veday75.org/downloads

BATTLE'S O'ER

3.00pm

Pipers playing Battle's O'er and the specially composed tune VE Day 75 in pubs and venues, including the four highest peaks in UK. The music for VE Day 75 composed by Pipe Major Roger Bayes can be downloaded from:

www.veday75.org/downloads

A CRY FOR PEACE AROUND THE WORLD

6.55pm (local-time)

A Cry for Peace Around the World. Town Criers and members of the local community will be undertaking 'The Cry', the first Cry will be from New Zealand. The wording for the official Cry can be downloaded from the VE Day 75 website: www.veday75.org

FRIDAY 8TH - SUNDAY 10TH MAY

Parties and celebrations will continue throughout the weekend in pubs, village greens, town squares, clubs, hotels, local community centres and village halls, along with families celebrating at home. Those taking part should register their involvement on the VE DAY 75 website - www.veday75.org

In addition, on Sunday 10th May at 10:30am commemorative services will take place in cathedrals and churches throughout the UK, Channel Islands and the Isle of Man to celebrate the peace we share today and remember those who lost their lives or returned home dreadfully wounded. Churches wishing to take part should register their involvement on the VE Day 75 website - www.veday75.org

Tribute to the Millions & the Last Post- Those planning services will be encouraged to ask a representative from their local community to read out the Tribute to the Millions, which can be downloaded from www.veday75.org, and involve a local bugler or trumpeter to play the Last Post and Reveille.

GET INVOLVED



1 LOCAL PUBS TO HOST TOAST

Approach all your local pubs, encouraging them to hold celebrations and commemorative events over the weekend, including the undertaking of the Nation's Toast to the Heroes of WW2, by customers and friends at 3pm on the 8th May, which is also supported by the British Beer and Pub Association. Further information can be obtained by going to the VE Day 75 website - www.veday75.org.

The involvement of pubs provides a great fundraising opportunity for SSAFA over the weekend of 8 - 10 May 2020.

2 LIST THE TOAST

Pubs should register their Nation's Toast event on the VE Day 75 website www.veday75.org/listings so that members of the public can take part in their nearest Nation's Toast to the Heroes of WW2.

3 PIPERS IN THE PUB

Encourage local pipers to take part in playing Battle's O'er and VE Day 75 Years at 3pm on 8 May, asking they register their involvement on the VE Day 75 website - www.veday75.org

4 HOLD YOUR OWN NATION'S TOAST

Why not hold a SSAFA branch Nation's Toast at a local landmark (the more unusual, iconic or awe-inspiring the better!) or venue which has a connection to SSAFA, the war or VE Day, or other locations of your choice. If holding your own Nation's Toast please remember to register it on the VE Day 75 website: www.veday75.org so that people will be able to find their local Toast and join you in raising a glass of refreshment of their choice.

IMPORTANT: All those taking part are asked to register their involvement on the VE Day 75 website - www.veday75.org to enable us to keep in touch, along with informing local, regional and national media of their events nearer the time.

5 FOLLOW ON SOCIAL MEDIA

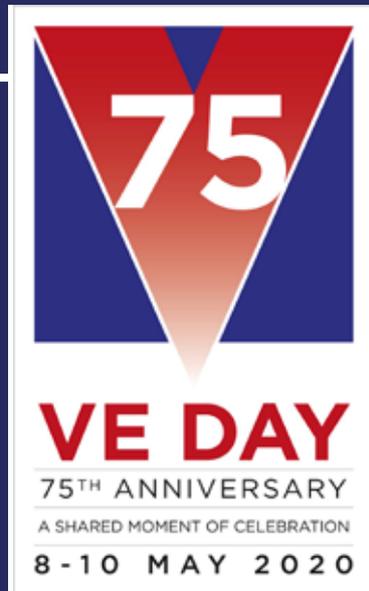
Follow, like and tag the official social media channel for VE Day 75 @VEDay75official on Facebook, Twitter and Instagram.



FUNDRAISING OPPORTUNITIES

The Nation's Toast and its associated events present a fundraising opportunity for SSAFA and local branches. Whether placing a collection box or bucket in the pubs or encouraging the church to have a retiral collection for SSAFA, there is lots of ways to raise vital funds for your branch. For more ideas contact your Regional Fundraising Manager.

NB. If extra collection boxes are required they can be ordered from the Marketing Hub website.



**Chief Executive of SSAFA, the Armed Forces charity
Sir Andrew Gregory:**

“ *It is our duty to keep the events of the past alive in collective memory, including future generations - this is how we ensure that such a conflict never happens again. It is our hope that the nation takes a moment to reflect on the significance of this date, as a milestone that changed the course of history for the whole world.*”

SSAFA, the Armed Forces charity, has been providing lifelong support to our Forces and their families since 1885. Last year our team of volunteers and employees helped more than 82,000 people in need, from WW2 veterans to those who have served in more recent conflicts, and their families.

SSAFA understands that behind every uniform is a person. And we are here for that person- any time they need us, in any way they need us, for as long as they need us.

Visit ssafa.org.uk for more information.