

Press Release



Serving the Services

Subject Real Heroes – Real Action
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Real Heroes – Real Action

In an explosive new book illustrating the harsh realities of life on the front line, REAL HEROES is now available to buy from your local NAAFI store.

REAL HEROES, which has been published with the full backing of the Sun newspaper and the English Football League, aims to raise over £150,000 for Help for Heroes this Christmas, with £1 from the sale of every book going to the charity.

Told through the eyes of the extraordinary young men and women of the British Armed Forces, REAL HEROES is packed full of real life stories from the front line in Afghanistan, with introductions from respected personalities like Ross Kemp and Jeremy Clarkson, as well as contributions from leading experts such as Patrick Bishop and Ed Macy.

NAAFI Head of Commercial Services, Chris Emmel said: *“Books like The Hero Inside and REAL HEROES are very popular with our consumers as they are gripping, real life accounts of a soldiers life on the front line. We are delighted to be able to offer service personnel and their families overseas the chance to purchase the book at the same price as the UK high street.”*

The hardback book is now available in selected NAAFI stores across Germany retailing at £9.99, and will follow in Afghanistan, Gibraltar, Brunei, Falklands and the Ascension Islands.

----- Ends -----

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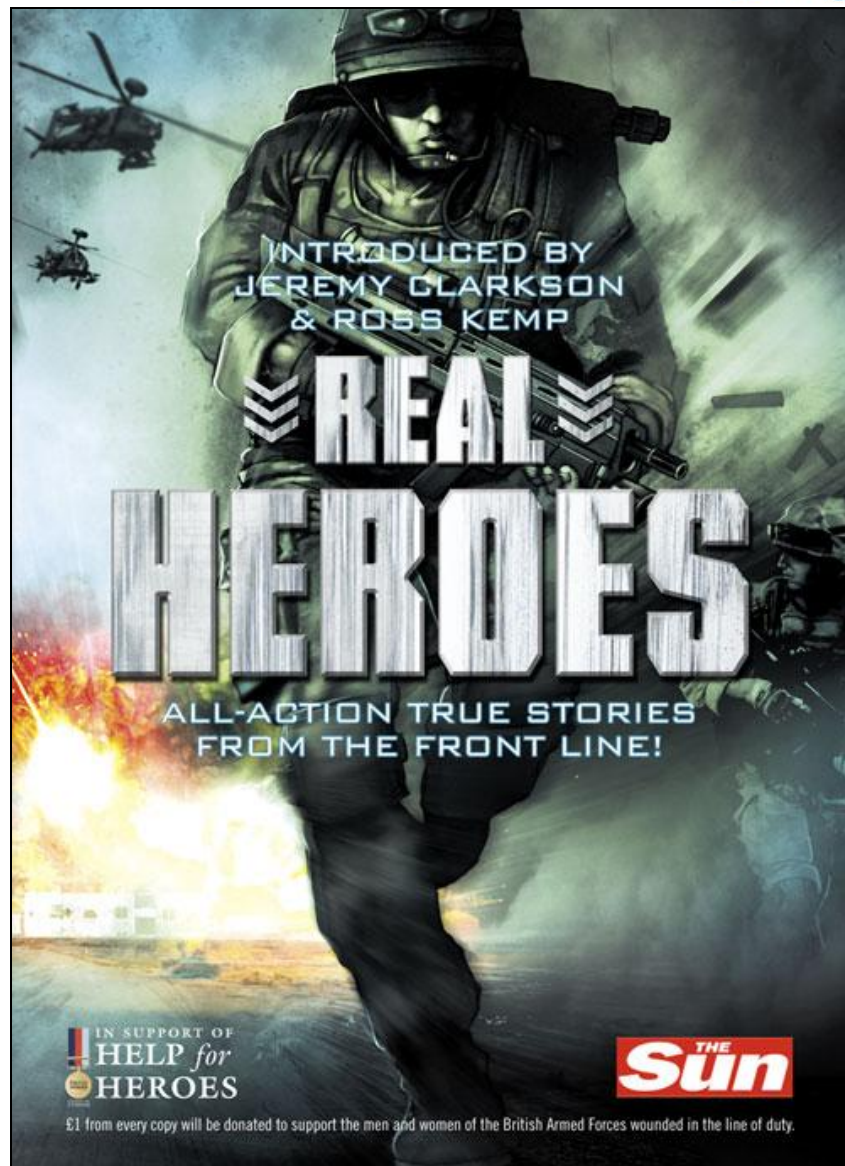
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Serving the Services



Notes to editors

- The purchase price of £9.99 includes a £1 donation by the publisher which goes directly to Help for Heroes.
- NAAFI is a 'not for profit' organisation, created and managed solely to Serve the Services. Its task is to be there when and where they are needed, providing retail and leisure facilities in often extreme conditions.
- As a 'not for profit' organisation, with no shareholders to reward, any financial surpluses made are reinvested back into the Armed Forces through either welfare payments, infrastructure investment, or subsidised products, outlets & services.
- This press release is issued by NAAFI Communications, Central Support Office, Darlington, Co. Durham, UK.

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