

Press Release



Serving the Services

Subject NAAFI Appoint Ptarmigan Bell Pottinger To Lead 90th Year Commemorations
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NAAFI Appoint Ptarmigan Bell Pottinger To Lead 90th Year Commemorations

NAAFI has appointed Leeds-based public relations consultancy Ptarmigan Bell Pottinger to handle the PR for their 90th anniversary celebrations this year.

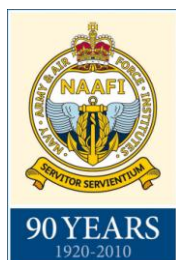
NAAFI, a not for profit organisation, has been dedicated to serving the armed forces since its formation in 1920 and continues to provide home comforts and convenience to the Services and their families through catering, retail and leisure facilities, no matter where in the world they are serving.

The Ptarmigan Bell Pottinger team will also be responsible for managing consumer and trade campaigns to mark the launch of NAAFI Break Tea, making the famous 'char' which has helped the Armed Forces through numerous conflicts available to the public for the first time its distinguished history.

Andrew Smart, Director of Marketing, NAAFI: "For Forces personnel and their families, providing that little slice of home wherever they are in the world is what NAAFI is all about. We are looking forward to working with Ptarmigan Bell Pottinger to create a calendar of events to celebrate and commemorate both the heritage of our organisation and the achievements of all those who have served the services over the last 90 years."

Nathan Lane, Managing Director at Ptarmigan Bell Pottinger said: "It is a real honour to work with a client with such a rich heritage and real cultural relevance today. The occasion of NAAFI's 90th anniversary gives us the perfect opportunity to bring the organisation and the vital role they play for those in active service across the globe back to the forefront of public awareness."

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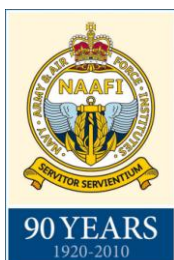
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Serving the Services

Notes to editors

- Since 1921, NAAFI has actively supported Britain's Armed Forces, side by side in campaigns all around the world, providing an important link to home for the men and women who continue to bravely represent our country.
- NAAFI is a 'not for profit' organisation, created and managed solely to serve the Services.
- NAAFI provides convenience, bringing catering, retail and leisure (CRL) facilities to the Services and their families.
- NAAFI is contracted as the chosen military partner to provide catering, retail and leisure (CRL) in Germany and since 2004, over one million euros was returned to the Services through either a welfare return, local investment in welfare or Basic British Essentials pricing.
- NAAFI is made up of three groups of people, EFI (Expeditionary Force Institutes), Naval Canteen Services (NCS) and civilians (dependents of Armed Forces personnel)



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