

EMERGENCY SERVICES LAUNCH NATIONAL HELP FOR HEROES '999 PIN-BADGE'

A pin-badge that declares the support of all the emergency services for our war heroes was launched at the annual Emergency Services Show on Tuesday 24 November 2009.

The pin-badge supports the national Help for Heroes charity which raises money to support the men and women who return wounded from active service.

The pin-badge, which costs £3, has been designed by the charity co-founders Bryn and Emma Parry and is suitable to be worn on emergency services uniforms. All proceeds from the sale of the badges go straight to Help for Heroes.

The 999 badge follows on from the highly successful national Help for Heroes police pin which was launched at Sandringham in Norfolk earlier this year by their Royal Highnesses Prince Charles and the Duchess of Cornwall.

Warwickshire Chief Constable Keith Bristow who launched the 999 Help for Heroes pin-badge said:

"The Help for Heroes 999 pin badge is a powerful symbol that demonstrates how all of the emergency services are coming together to honour the soldiers who put others safety above their own. We value the humbling contribution the men and women of the armed services make to ensure the safety of the public, both here and abroad. They are heroes and they have our support – we are here for them."

Representing Norfolk Chief Constable Ian McPherson who originated the Help for Heroes police pin badge and subsequently the Help for Heroes 999 pin badge, Superintendent Paul Sanford said:

"As Christmas approaches, it is important to recognise and remember those members of the forces who are serving abroad and equally those who have loved ones serving abroad, along with those who have either lost or suffered as a result of service in Iraq and Afghanistan. This pin badge is a very small but significant way the emergency services can demonstrate their support for what is a very worthwhile cause."

Vij Randeniya, Chief Fire Officer at West Midlands Fire Service said:

"I am immensely proud to support the Help for Heroes 999 pin badge campaign. We have several reservists with West Midlands Fire Service who have been deployed to both Iraq and Afghanistan. I have visited some of these in Kandahar and saw first hand some of the challenges they face on a daily basis. The West Midlands Fire Service is a family at heart and several of our people have sons, daughters, brothers and sisters serving on operations today. The wearing of this pin badge allows us in our own way to show our continued support to our service men and women."

Part Paramedic Ian Trafford from the Hazardous Area Response Team at East Midlands Ambulance Service said:

"The pin badge will be extremely beneficial to the Help for Heroes charity. I have been in Iraq and know what the men and women on the frontline face day in, day out. I have seen soldiers being treated abroad and have seen them brought back to the UK and taken to Selly Oak hospital. It is an honour to support this cause."

David Brown, Emergency Services Show Event Director and publisher of Emergency Services Magazine kindly offered the show's drinks reception as the opportunity to launch the Help for Heroes 999 pin badge. David Brown said:

"Hundreds of people from the emergency services along with show exhibitors attended the launch of the Help for Heroes pin badge. The standing ovation at the end of the launch was proof of the overwhelming support emergency services personnel have for our armed services in Iraq and Afghanistan."

NOTES TO EDITORS

Help for Heroes 999 pin badges are available to purchase online at www.policeoracle.com/helpforheroes - thanks go to Geoff Hyams, Director, Police Oracle for facilitating the sale of the Help for Heroes pin badges.