

Thank Britain's Forces In Person - Now You Can Send Your Own Morale-Boosting Message Straight To The Troops

From today, everyone can write a message of support which will go directly to our troops on the frontline around the world. At a time when British Forces are facing some of the greatest challenges for a generation, we now have the opportunity to tell them all how much we value what they are doing through a new website www.wearegrateful.org.uk.

Supported by all the leading Forces charities www.wearegrateful.org.uk is very simple and entirely free. You go to the website and post a message on the virtual noticeboard which can be read by every serviceman and servicewoman everywhere. There is no need to register or donate. But a few well-chosen words of encouragement and thanks will always be appreciated by people far from home and doing a dangerous job in difficult circumstances.

As the chaos caused by postal strikes continues, it is even more important to make sure that the Forces are reminded that people all over the world are thinking of them.

“Any small recognition of the young servicemen and women, especially who tonight will be leaving their bases in darkness to go into harm's way on our behalf, will be much appreciated,” says Tim Collins, former Colonel in the British Army. “When you are in danger for your country, it's easy to believe that the lives of those at home are completely dominated by the mundane and the ordinary and that the armed forces are forgotten. For them to know that their nation remembers and appreciates their efforts will be a comfort and help provide the motivation for those who face danger, that one day we might live in peace.”

The idea for www.wearegrateful.org.uk came from Clare Crean, a London mother and business entrepreneur who was becoming increasingly frustrated that there was no obvious or easy way for members of the public to express

their appreciation for what British Forces are doing in Afghanistan.

“As my daughter and I sat on the sofa in the comfort and safety of our own home a few weeks ago, watching the news and seeing our troops risking and losing their lives out in Afghanistan, I wanted to find a way to express my gratitude. When I looked for a website to post up my message of thanks there were only websites like this for the US troops. And I couldn't think of any other way to get a message to them. We have many excellent charities helping the bereaved and injured back home and they need all the help they can get. But I felt that there should also be something for the thousands out there on active service.’

So having persuaded her company's web development agency, DataDial (www.datadial.net), to provide their services for free, Clare was delighted to see www.wearegrateful.org.uk go live today. It works along the same lines as Twitter: you simply type in a message and press 'submit'. Your name is then displayed on a virtual noticeboard. When visitors to the website click on your name, a window with the message pops open. All the messages are listed chronologically in the order that they were submitted.

As well as being able to post up a message, the website includes a list of and links to the main Forces charities so that people can choose to make a donation. However, there is no fund-raising aspect to the website itself. It has one simple aim - to say thank you.

For further information please contact

Clare Crean on 07703 599 362 or clare@audiofuel.co.uk
Robert Faulkner at DataDial Robert@datadial.net

Additional Quotes

General Sir Richard Dannatt

“I am delighted to support this wonderful initiative which just seeks to say a

(((we are grateful)))

big Thank You to our incredibly loyal and courageous Soldiers, Sailors, Marines and Airmen. They are doing a difficult and dangerous job on our behalf - saying Thank You is the least we can do", says General Sir Richard Dannatt.