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2018 Barclays Jersey Boat Show fund raising activity to support Armed Forces community

The Jersey branch of the Royal British Legion has been selected as the beneficiary charity for the 2018 Barclays Jersey Boat Show.

The charity was selected by Barclays, the lead sponsor of the event in order to commemorate the anniversary of the end of the First World War. It will receive funds raised by the bank's charity fund raising activities at the show, including the popular 'Hook a Duck' game.

This year, the game will feature the duck designed by 10 year old Aimée Flack. Aimee's 'Bubble duck' - Jersey's new superhero – will be attracting islanders to raise money for the charity.

The Royal British Legion provides lifelong support for the British Armed Forces community including serving men and women, veterans, and their families who have endured separation, risks and hardship.

Chairman of the Jersey branch of the Royal British Legion, Tim Daniels said: "Service men and women who have spent a considerable proportion of their military career deployed, possibly in Iraq and Afghanistan, leave the service to a very different way of life. Leaving the support network of their unit can often act as a catalyst to create unexpected challenges both mentally and physically.

"Money raised at the Barclays Jersey Boat Show will enable us to support ex-service people and their dependants who live in, or who are from, Jersey, who need specialist assistance with either a physical or mental illness."

The charity is also the national Custodian of Remembrance through the Poppy Appeal, safeguarding the memory of those who have given their lives for their country, not only in the two World Wars but in conflicts since then.

“This year is the centenary of the World War One armistice, the end of a conflict that decimated Europe and had a profound impact on individuals and societies alike and throughout this year we’ll be reflecting on the sacrifices made.” said Mr Daniels.

2018 will be the ninth year that Barclays has sponsored the leading maritime event, which is a highlight of the Jersey events calendar. Since 2010 over £70,500 has been raised for a variety of local charities.

Regularly attracting in excess of 30,000 people it remains the largest free event in the Channel Islands and organisers are hoping to attract even more visitors to the show this year with a variety of events and activities that will be announced in the coming months.

Managing Director of Barclays in Jersey Paul Savery said: “Barclays is proud to sponsor this event which has supported so many charities over the years. We are pleased to be able to raise funds for the Royal British Legion this year and to give them a platform to tell more people about the important work that they do.

“I’m sure with the generosity of islanders we’ll be able to raise a significant amount to support the charity to provide specialist assistance for those who have served in the armed forces and their families.”

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