



**From General Sir David Richards GCB CBE DSO ADC Gen**  
**Chief of the Defence Staff**  
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Chief Executive  
 Local Council

02 April 2012

*Dev Chief Executive*

**ARMED FORCES DAY – FLY A FLAG**

Saturday 30th June 2012 marks the fourth Armed Forces Day and I continue to be delighted and amazed by the support that the people of the United Kingdom give to the Armed Forces. As the Chief of the Defence Staff I see at first hand the jobs that the men and women of the Armed Forces do and I can assure you that the recognition and thanks given by the people in communities such as yours on Armed Forces Day goes a long way to keeping morale at a high level. The thanks afforded to Regulars, Reservists, Veterans and their families are very much appreciated.

Armed Forces Day is a day when we invite the whole nation to show support for our military community both serving and retired, at home and abroad. Building on the success of last year, when hundreds of thousands of people attended events across the United Kingdom, I hope that Armed Forces Day this year will again be marked by the community inviting the widest possible cross section of our service men and women (regular and reserve), veterans, Cadet Forces and their families to an event to say thank you.

*[Faint signature]*

Last year, as part of the Armed Forces Day build up, I wrote to you and encouraged you to fly the Armed Forces Day flag from a building in the heart of your community. This request was met with great enthusiasm. Over four thousand flags were flown around the country, many from historic and iconic buildings and some by individual members of the general public who wanted to show their support personally.

My intention in writing to you is to request that you again fly your flag; we encourage you to fly it for the duration of the week before Armed Forces Day, hoisting it on Monday 25<sup>th</sup> June at a time to suit your community. I appreciate that this year if the Olympic Torch is passing through your community you are being encouraged to fly the Olympic Flag but I would urge you to find a place for the Armed Forces Day flag as well. If you have by any chance misplaced yours or wish to fly additional flags, or a flag in a larger size, they may be ordered from [www.zephyr-tvc.com](http://www.zephyr-tvc.com). I would also encourage you to cascade this letter to Town and Parish councils, business partners and other significant stakeholders in your community who may wish to "Fly a Flag" to honour our Armed Forces.

Our website - [www.armedforcesday.org.uk](http://www.armedforcesday.org.uk) – has a number of suggestions on how you can show your support more widely for Armed Forces Day and also provides the opportunity for you to upload details of events that you organise. If you have any questions please contact the Armed Forces Day Project Manager, Gareth Legg at [Gareth.legg679@mod.uk](mailto:Gareth.legg679@mod.uk) or on 020 7807 0966.

By 'Flying the Flag' in your community you will be showing your support for the men and women of our Armed Forces, past and present, who continue to rise to the very difficult challenge of maintaining the defence of the realm; I commend this enterprise to you.

*Yours sincerely*  
*David Mills*