



FORCESELECT FOUNDATION FORMS ALLIANCE WITH LIONSGATE FILMS AHEAD OF STALLONE PREMIER

London, August 10 2010 – The ForceSelect Foundation, which raises money for small military charities in the UK, formed an alliance with leading film producers Lionsgate Films ahead of the premiere of the latest Sylvester Stallone blockbuster 'The Expendables' on Monday night (August 9).

The alliance commenced in Leicester Square where Stallone and a host of Hollywood stars attended the red carpet event to launch his latest film with Lionsgate promoting the ForceSelect Foundation throughout the evening.

Earlier in the day, soldiers from The Princess of Wales's Royal Regiment; Second Battalion (2PWRR) discussed their experiences on the front line with Stallone, along with co-stars Dolph Lundgren and Jason Statham at Wellington Barracks in central London. Many of the soldiers then formed a guard of honour on the red carpet at the premiere.

Also attending were ForceSelect Chairman of the Trustees General Sir Mike Jackson; bestselling author and SAS hero Andy McNab; Lance Corporal Johnson Beharry VC, who twice saved his comrades from enemy fire; former Royal marine Ben McBean who was severely injured in Afghanistan in 2008; and forces sweetheart Peta Todd.

ForceSelect Foundation Chairman General Sir Mike Jackson said: "In a very short period of time the ForceSelect Foundation has attracted a wide range of highly prestigious Trustees and supporters and I'm delighted by the progress we have made. The backing from Lionsgate for 'The Expendables' film premiere is a tremendous boost to our profile and I'd like to thank them for their generous support. Our fundraising plans are ambitious and the smaller military charities we aim to support do a tremendously worthwhile job supporting service men and women and their families when they need it most."

The ForceSelect Foundation will receive a percentage of the profits from leading recruitment consultancy and sister company, ForceSelect, as well as a number of stand-alone charity initiatives, corporate and individual donations. Details of other initiatives with Lionsgate will be announced in due course.

Monday night's premiere was preceded by a short film explaining why smaller military charities are desperate for funds to keep them going, particularly those whose beneficiaries may have served many years ago.

The ForceSelect Foundation Trustees, led by General Jackson, also include double Olympic gold medallist Dame Kelly Holmes; Rebekah Brooks, News International chief executive; Sir John Rose, Chief executive of Rolls Royce plc; and Stephen Morris, a non-executive director of ForceSelect.

The ForceSelect Foundation Director is Damon Jarrett, a former Captain in the 9th/12th Royal Lancers who has previously worked as a fundraiser for the Big Lottery Fund and Help For Heroes.

Funds raised will be distributed by the Trustees to a number of military charities with a particular focus on smaller service charities and events. The ForceSelect Foundation will pool all raised funds and encourage applications from smaller service charities and events. Twice a year the trustees will sit to consider the applications and award grants accordingly.

It will look to build strong links with the charities and encourage subsequent bids if the awards have fulfilled their original aims. **Ends**

NOTES TO EDITORS

The ForceSelect Foundation is lead by former Chief of the General Staff, General Sir Mike Jackson. Other Trustees include Dame Kelly Holmes MBE, Rebekah Brooks, Sir John Rose and Stephen Morris.

Funds are raised in a number of ways. Leading recruitment consultancy ForceSelect is donating a percentage of its profits to the ForceSelect Foundation while corporate and individual donations and fundraising activities will also contribute towards the Foundation's fund.

The ForceSelect Foundation Board of Trustees will meet twice a year to decide who to donate to. ForceSelect was set up in 2009 by former Army officer Hugh Andr e to provide military service leavers – currently estimated to be around 20,000 each year – with the best and most appropriate career opportunities within UK businesses.

If you wish to donate, please visit: www.forceselect.org

ForceSelect believes that Armed Forces leavers are efficient, reliable, disciplined, and self-motivated candidates who can contribute positively to British society and the workforce.

All ForceSelect staff have served in the military including Managing Director and former artillery officer Lucy Wood; Director, best-selling author and SAS hero Andy McNab DCM MM; and Non-Executive Director, ForceSelect Foundation chairman and former Chief of General Staff General Sir Michael Jackson GCB CBE DSO DL.

ForceSelect has recently agreed partnership deals with UPS, Sainsbury's and British Gas. It is keen to sign up with a wide range of large and small businesses across the UK across all business sectors.

ForceSelect is implementing a mentoring and support programme to provide advice and guidance to individuals having left the Armed Forces, enabling a seamless transition from service life into civilian employment.

ForceSelect is developing a national network of volunteers who are willing to give up some of their time to help ex-service people living in their area. This mentoring will be offered to every service leaver placed in a new job and will cover areas such as accommodation, financial matters, medical matters and the different culture of civilian life.

For any further information about how to donate or apply for funding, please contact:

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