



MILITARY SERVICE LEAVERS TO BE ‘SUITED AND BOOTED’ AS FORCESELECT AGREES DEAL WITH TED BAKER

London, December 2010 – ForceSelect, the UK’s leading military service leaver recruitment consultancy, has signed an agreement with leading clothing brand Ted Baker to provide professional clothing for military service leavers looking to make a new career in civvy street.

Under the terms of the ‘Suited & Booted’ agreement, Ted Baker is providing a discounted ‘demob’ range of clothing to ForceSelect registrants so that they are suitably attired when attending civilian job interviews and starting new careers following their departure from the armed forces. The discount offers 20 per cent off the full retail price.

There are currently around 22,000 service leavers each year, a number which could increase following announcements by the government that the services will be cut.

ForceSelect founder and Chief Executive Hugh Andrée, who also served in the army for ten years, said: “ForceSelect provides a range of career services for military service leavers and we are very grateful to Ted Baker for providing their support. Those who have served their country have been trained and funded by British tax payers and the sooner they are back in the system in paid, taxable employment, the better for all concerned.”

Details of the deal can be found at www.forceselect.com with service leavers required to log on to the site to claim their discount. There are plans to arrange offers for service leavers’ family and friends and to extend the range to include accessories and footwear.

Ted Baker Brand Communication Director Craig Smith said: “We are very proud to be able to do our bit to support the extremely courageous men and women whom are leaving the armed forces, given the lengths they’ve gone to in order to keep us all safe. Everyone at Ted hopes all of these men and women make the transition to civvy street successfully and if they are fully Ted to toe it can only help!”

ForceSelect is the UK’s leading recruitment consultancy for military service leavers and has placed over 150 service leavers in new careers since the company was launched in March 2010.

Ends



NOTES TO EDITORS

ForceSelect was set up in 2009 by former Army Officer Hugh Andrée to provide military service leavers – currently estimated to be around 22,000 each year – with the best and most appropriate career opportunities within UK businesses.

ForceSelect believes that Armed Forces leavers are efficient, reliable, disciplined, and self-motivated candidates who can contribute positively to Britain's society and 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 and former Chief of General Staff General Sir Michael Jackson GCB CBE DSO DL.

ForceSelect has recently agreed partnership deals with British Gas, UPS and Sainsbury's. 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.

ForceSelect has also agreed to work with a top London independent school to identify service leavers whose children would benefit from free school places. Once this scheme is established in 2011, ForceSelect plans to roll it out nationwide through the Independent Schools Association.

As part of a wider corporate responsibility, the ForceSelect Foundation has also been established to contribute towards service charities each year.

ForceSelect will contribute a proportion of its profits to the Foundation as well as organising a range of fundraising activities.

For more information, please visit www.forceselect.com



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