



7 June 2011

Dear Manager,

In February 2011, I as the elected Mayor of Middlesbrough together with the Yorkshire Regiment announced a year-long partnership to not only recognise and promote the pride the town has in the Regiment but also to raise funds for its benevolent fund. The partnership also builds on the success of the Regiment's Freedom Parade held last year which, amongst other things, clearly demonstrated the high regard the people of Middlesbrough have for the Regiment and the armed forces in general.

The Yorkshire Regiment is the 'local' regiment for Middlesbrough and as such recruits heavily both from the town and the Teesside area. As part of the partnership in showing our support for armed service personnel, the Council and the Regiment have recently launched the national Heroes Welcome UK scheme here in Middlesbrough. In doing so, we have joined a growing network of towns and cities across the United Kingdom, who have shown their support for the British Armed Forces.

The mission statement of the Heroes Welcome is:

"To encourage British, Cities, Towns and Organisations to join Heroes Welcome UK, in order to give, support, quiet recognition and a little extra hospitality to Armed Forces Personnel and their families".

Whilst Heroes Welcome is not a charity or a discount scheme, it does provide a free and simple method for your business, to show a little special appreciation to those serving in the Armed Forces and their families in an effective and appropriate way.

The price to become involved is by displaying the Heroes Welcome sticker in your business window. You may also like to offer a small discount or service upgrade, however this is not mandatory and is up to the discretion of your business.

By way of proof, all service personnel carry a clearly marked Military ID Card.

If you would like to take part, please email heroeswelcome@middlesbrough.gov.uk or telephone Susie Joscelyne on 01642 729645.

For further information on the Heroes Welcome UK Scheme, please contact John W Senior TD, National Coordinator, captsen1@aol.com or visit www.heroeswelcome.co.uk.

Thank you in advance for any support you might be able to provide.

Yours sincerely

A handwritten signature in black ink, appearing to read "Ray Mallon".

Ray Mallon
Mayor of Middlesbrough

A handwritten signature in black ink, appearing to read "David O'Kelly".

Lieutenant Colonel David O'Kelly
Regimental Secretary, The Yorkshire Regiment