**VE DAY 80 MESSAGE HOUSE**

STRAPLINE / LEAD COPY

**VE Day 80.**

**A commemoration of sacrifice.**

**Our commitment to support.**

OVERARCHING CONTEXT NARRATIVE

**On 8 May 1945, the nation united to celebrate the end of World War Two in Europe.**

Known as Victory in Europe Day, or VE Day, it marked the surrender of Nazi Germany and Allied victory in Europe.

**Millions gathered in streets across the country to sing, dance, and rejoice after six years of war.**

The Royal family appeared on Buckingham Palace balcony to wave to heaving London crowds. Families gathered around their radios to hear the prime minister, Winston Churchill, address the nation. Throngs of people snaked around Trafalgar Square in a conga line. Some even climbed on Nelson’s Column and paddled joyfully in the fountains.

**But, for many, VE Day was bittersweet. A time of sorrow, as well as joy.**

Some raised a glass in remembrance of fallen loved ones. Others, just home from battle, learnt to silently navigate wounds, both visible and hidden. Troops celebrated, uncertain if they may be redeployed to where the fighting continued in the Far East. Thousands of people had nowhere to live, as their homes had been bombed and reduced to rubble.

**Eighty years later, many of today’s Armed Forces community find life after service equally challenging.**

Some live with injuries sustained in service. Others feel isolated from society or suffer the mental scars of unimaginable terrors. And some who worked alongside our troops have been forced to flee war-torn countries and are now searching for a place to call home.

**For many who have served, the war may be over, but their battles continue for life.**

**Together we can help today’s veterans find the peace they deserve.**

**This VE Day, will you help give back to those who gave their all?**

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OVERARCHING LONG NARRATIVE

THE HISTORY

On 8 May 1945, the nation united to celebrate the end of World War Two in Europe.

Known as Victory in Europe Day, or VE Day, this momentous date marked the surrender of Nazi Germany and Allied victory in Europe.

The day was declared a public holiday in Britain, and millions gathered in streets across the country to hold parties, sing, dance, and rejoice after six years of war.

The Royal family appeared on Buckingham Palace balcony to wave to heaving London crowds. Families gathered around their radios to hear the prime minister, Winston Churchill, address the nation. Throngs of people snaked around Trafalgar Square in a conga line. Some even climbed on Nelson’s Column and paddled joyfully in the fountains.

The revelry continued into the night, where after years in blackout, Britain’s skies were illuminated by blazing bonfires.

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THE NEED

Eighty years later, many of today’s Armed Forces community find life after service equally challenging.

Some live with wounds sustained in service.

Others feel isolated from society or suffer the mental scars of unimaginable terrors.

And some who worked alongside our troops have been forced to flee war-torn countries and are now searching for a place to call home.

OUR SERVICES

Help for Heroes is at their side. Giving life-changing support to our Armed Forces community. For as long as it takes. And our support comes in many forms.

It could be helping someone get the care they need to manage their physical or mental health. Or supporting people to break free from social isolation and feel part of their community again.

It might be helping someone get into and around their home.

Or, for those who risked their lives supporting our troops in their homeland and had to flee, it could be helping find a safe place to settle.

Whatever help our Armed Forces community needs, the support we give enables them to live independently and face their future with confidence.

YOUR SUPPORT

Our services couldn’t run without the Great British public’s support. People just like you, who unite across the country to fundraise, volunteer, and partner with us. All with a sense of unwavering pride, duty and gratitude to those who served to keep us safe.

**This VE Day, will you help give back to those who gave their all?**

**For many who served the war may be over, but their battles continue.**

**Together we can help today’s veterans find the peace they deserve.**

 (Insert CTA ask here. E.g. donate/fundraise/leave a gift etc.)

CALLS TO ACTION

CTAs – DYOT

This VE Day Will you help commemorate our heroes of yesterday and support our Armed Forces community today with your own VE Day fundraiser?

Commemorate our heroes of yesterday, support our Armed Forces community today.

VE Day 80: Commemorate and support your way

CTAs – help seeking

Need support? We can help you find the peace you deserve.

Need support? We can help.

Need support? We're here for you.

CTAs – Partnerships

Together we can help veterans fight for the peace they deserve

CTAs – BBBR

Ride to commemorate a moment in history to support our Armed Forces community.

Commemorate 80 years since victory was declared in Europe on this 4-day charity bike ride.

Ride a moment in history.

Gear up for the ultimate historic ride

STYLE NOTES

COPY

* When writing, use World War Two or the Second World War when first written. Then WW2 thereafter.
* When writing, use VE Day. It should not be hyphenated, and the V and E should not be separated by a space or full stop.
* In long copy VE Day should be explained at least once (E.g. Victory in Europe Day or a day that marked the end of World War Two in Europe.)
* Please capitalise Allies/Allied but not forces or troops.

STATS AND USEFUL INFORMATION

* World War Two lasted six years.
* Victory in Europe was announced on 8 May 1945, but the conflict continued in the Far East until Japan’s surrender on 15 August 1945.
* Please bear in mind that it was a bittersweet day. A day of celebration but also sorrow after six years of war. It is important to make sure this balance comes across in all copy.
* British deaths in WW2
	+ 383,600 military personnel
	+ 67,100 civilians

Source: <https://www.nationalww2museum.org/students-teachers/student-resources/research-starters/research-starters-worldwide-deaths-world-war>

* Displaced people after WW2
	+ In Europe alone it is estimated the War forced as many as 65 million people from their homes.
	+ 15 years after the end of WW2 many people were still waiting for a permanent home.

Source: <https://www.iwm.org.uk/history/what-happened-to-people-displaced-by-the-second-world-war>

* Social sentiment on and after VE Day

www.iwm.org.uk/history/who-were-the-women-in-the-trafalgar-square-fountains-on-ve-day

www.bbc.com/historyofthebbc/100-voices/ww2/ve-day