

Press Release



Subject: Frontline Defence Services launches “Have a coffee – help a mate” appeal

Date: 28th April 2011

Embargoed until: FOR IMMEDIATE RELEASE

Contact: joni.edson@frontlineds.com.au

FRONTLINE CONTINUES PROUD HISTORY OF SUPPORT.

Frontline Defence Services (*the trading name* of the Army and Air Force Canteen Service) continues their 95 years of services and support to the Army and Air Force communities with the launch of the “Have a coffee – Help a mate” appeal.

This appeal is part of a force wide appeal commenced by the Chiefs of Army and Air Force designed to raise vital funds for those serving members who were affected by the south east Queensland floods.

More than 40 members and their families in the Amberley and Ipswich areas have been greatly affected by the south east Queensland floods.

As has been reported in the media, many householders were not in receipt of insurance payments and as such all they have received by way of financial assistance is whatever was offered under federal and state government assistance packages.

The level of damage to some homes was so significant that even with these payments; families are finding it very difficult to recover from their losses.

“Frontline Defence Services, in conjunction with the Army and Air Force, recognize that these floods impacted on many serving personnel” said Joni Edson, Marketing and Public Relations Manager for Frontline Defence Services

“For 95 years, the canteen services have worked as a charitable arm of the forces. The purpose of all canteen funds since 1915 has been to provide funds, through the sale of food, grocery and alcohol, back to the Army and Air Force communities and we are proud to continue that tradition today”

Frontline Defence Services | Level 6/303 Coronation Drive, Milton QLD 4064
Phone: 07 3511 5600 | frontline@frontlineds.com.au
Fax: 07 3511 5655 | www.frontlineds.com.au

Frontline Defence Services is a trading name of the Army and Air Force Canteen Service (AFCANS), PO Box 1461 Milton QLD 4064. ABN 69 289 134 420

Frontline Defence Services traces their history back to the first A.I.F Canteen Service, which was created in 1915 and served the troops throughout Australia, The Middle East and Egypt.

The canteen services were responsible for generating funds to be provided to welfare that would then distribute over £ 3.4 million pounds in grants to widows and children of deceased war veterans post World War II.

In the period between 1996 and 2005 a total of \$6.2 million was provided directly back to bases for RTF, Unit and Base Welfare as well as sponsorship and support for community and sporting groups.

Today, Frontline's support continues in the way of the managed vending solutions, which in 2010 provided back over \$230,000 to units, welfare and community group's nation wide as well as direct sponsorship to sporting clubs, community groups and base welfare.

"The "Have a coffee – help a mate" appeal is just one of the ways that we are able to continue our support and assistance to the Army and Air Force communities" said Joni.

The appeal will run in all Frontline Defence Services and Australian Commercial Catering canteens from the 30th May – 4th June 2011.

During this week, Frontline Defence Services will pass back 10% of all retail sales to the Army and Air Force for distribution to those flood affected members.

Further information will be available leading up to the appeal week at www.frontlineds.com.au/helpamate.php or through Frontline's facebook page www.facebook.com/FrontlineDefenceServices

Frontline Defence Services | Level 6/303 Coronation Drive, Milton QLD 4064
Phone: 07 3511 5600 | frontline@frontlineds.com.au
Fax: 07 3511 5655 | www.frontlineds.com.au

Frontline Defence Services is a trading name of the Army and Air Force Canteen Service (AFCANS), PO Box 1461 Milton QLD 4064. ABN 69 289 134 420