



MINISTRY OF DEFENCE

Defence Internal Brief

SERIAL: 2010DIB/19

DATE: 19 March 2010

ISSUE: Tickets for Troops

AUDIENCE: **All Regular and Reserve Service personnel and veterans**

TIMING: **Routine**

ACTION: **To be briefed for Information only**

KEY POINTS:

- **The charity 'Tickets for Troops' (T4T) offers members and veterans of HM Forces free tickets to major sporting and cultural events across the UK through a dedicated website. Applicants are invited to make a donation to help the charity cover its costs and make donations of surplus income to a variety of military charities.**
- **All serving members of HM Forces and all those medically discharged from the Armed Forces since the start of military action in Afghanistan in 2001 are eligible to register for tickets. The charity currently has around 40,000 registered members and is fully endorsed by the Ministry of Defence.**
- **Tickets are available for a variety of music, sport, comedy, and theatrical events. More than 50,000 tickets have been donated since the charity's launch, including tickets to top Barclays Premier League games, music concerts at the O2 Arena, Guinness Premier League rugby matches and an evening at the Royal Albert Hall.**
- **For further information and to register for tickets, visit <http://www.ticketsfortroops.org.uk>**

DETAIL:

1. As an independent, not for profit organisation T4T relies on ticket donors and individual donations for funding.
2. There is widespread support for T4T: the charity's patrons include Gary Lineker, General Sir Mike Jackson, Simon Cowell, James Blunt and Joanna Lumley.
3. Major supporters of T4T include Universal Music UK, Frank Warren Promotions, Chelsea FC, Cameron Mackintosh, The Lawn Tennis Association and World Snooker. The charity's advisory board is made up of figures from the sporting, military, and commercial world.

4. Tickets are split into three categories depending on the popularity of the event. Category A tickets are placed in a ballot and troops can gain 2 of these tickets every 2 years. Category B tickets are allocated on a first-come first-serve basis with 4 tickets every 2 years being available. Category C is open to all registered members - you can apply as many times as you wish for these. Ticket numbers will vary between 2-6 depending on availability.

SUBJECT DMC-Ops PR Strat Mktg SO2(Hobbs, Robert Maj), [DMC-](#)
CONTACT: OpsPRStratMktgSO2@mod.uk, 020 7218 7953

<http://www.ticketsfortroops.org.uk>

Defence Internal Briefs (DIBs) are released by the DMC Internal Communications Team. Comments or feedback on the process or format of this brief should be directed to Joanne Potter, DMC-PR Internal Communications 2, Tel: 020 7218 1261, mil: 9621 81261.

For past DIBs see: <http://defenceintranet.diiweb.r.mil.uk/DefenceIntranet/News/BriefingNotes/MOD/>