



17 February 2010

**City Law Firms join forces to support  
the Royal British Legion and today's young veterans**

Fifteen City law firms became part of the Royal British Legion's army of volunteers over the 2009 Poppy Appeal and collected £30,000 to help support the Afghan generation of the Armed Forces family. Their support has been congratulated by the Royal British Legion's Director of Fundraising, Russell Thompson OBE, as the charity is needed now more than ever to campaign for and support the wounded and bereaved of Afghanistan and Iraq.

"Time is precious in the City so we're delighted that so many firms got involved," says Russell Thompson. "We've just welcomed the news of major improvements to the compensation scheme for injured Armed Forces personnel and as a major campaigner for the improved treatment of the wounded and bereaved from Afghanistan and Iraq, we can only continue to do this if we have enough volunteers to raise money for us."

Partners, trainees and support staff swapped their blackberries for buckets, selling poppies at their nearest tube station for a day after the Royal British Legion called for their support after needing more collectors in The City. Firms were encouraged to take part through the CSR Legal Network and as a result over £30,000 was collected at 13 stations by approximately 1,000 volunteers.

The initiative was successful for the law firms as well as the Poppy Appeal, providing an opportunity to make an impact by asking staff to donate as little as half an hour of their time to collect. Some firms have already asked to collect for more days this year as the activity was so popular. "Collecting for the Poppy Appeal restored my faith in human nature" said one law firm collector. "So many people wanted to wear a poppy and it was amazing to see such support!"

A ten-year plan for 3 recovery centres to rehabilitate severely wounded soldiers from Iraq and Afghanistan was being announced last week with the Legion committing £20 million towards the initiative. "The Royal British Legion is 90 years strong next year and our support is needed now more than ever," commented Russell Thompson. "It's crucial our army of volunteers continues to grow and we're delighted to have law firms on board."

To find out more about supporting the Poppy Appeal, contact the London Poppy Appeal team on [londonpoppyappeal@britishlegion.org.uk](mailto:londonpoppyappeal@britishlegion.org.uk) or call 020 7582 5929.

- Ends -

## Notes to Editors:

The firms involved were:

- Ashurst LLP: Monday 26 October at Liverpool Street tube
- Gibson Dunn and Crutcher LLP: Wednesday 28 October at Blackfriars mainline station
- Linklaters LLP: Wednesday 28 October and Thursday 29 October at Moorgate tube
- Speechly Bircham LLP: Wednesday 28 October and Wednesday 4 November at Chancery Lane tube
- Berwin Leighton and Paisner LLP: Wednesday 28 October at Monument tube and street collecting on Friday 6 November on London Bridge
- White & Case LLP: Thursday 29 October at Bank tube
- Hammonds LLP: Thursday 29 October at Liverpool Street tube
- Wragge and Co LLP: Tuesday 3 November at Chancery Lane (Birmingham office also collected at Snow Hill station in Birmingham)
- Reed Smith LLP: Wednesday 4 November at Liverpool Street tube
- Osborne Clarke LLP: Wednesday 4 November at St Paul's tube (Bristol and Reading offices also collected on the same day in respective cities)
- Clifford Chance LLP: Street collecting on Friday 6 November around Canary Wharf
- Slaughter and May: Thursday 5 November and Friday 6 November at Moorgate tube
- Herbert Smith LLP: Friday 6 November at Liverpool Street tube and street collecting
- Mayer Brown LLP: Street collecting on Friday 6 November on Bishopsgate
- Freshfields Bruckhaus Deringer LLP: provided a team of volunteers on Friday 30 October to help replenish poppies and empty buckets when 100 students from Loughborough collected across Zone 1.

The 2009 Poppy Appeal has so far collected a record £32 million and over £3 million has currently been raised in London. This, however, is just a portion of the £75.5 million that The Royal British Legion spends every year carrying out its work. Keeping up with demand is always the issue. We hope to encourage a further 10,000 to join the ranks of 300,000 collectors we currently have nationwide for the 2010 Poppy Appeal.

The Royal British Legion is the nation's leading Armed Forces charity providing care and support to all members of the British Armed Forces past and present and their families. It is also the national Custodian of Remembrance and safeguards the Military Covenant between the nation and its Armed Forces. It is best known for the annual Poppy Appeal and its emblem, the red poppy. [www.britishlegion.org.uk](http://www.britishlegion.org.uk)

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