

Soldiering On to be Highlighted at Upcoming Invictus Games

Monday 8 September, 2014

New Soldiering On video launch at Opening Ceremony 10th September

LONDON 6 September 2014 – The Soldiering On Through Life Trust will be highlighted at the upcoming Invictus Games to be held 10 – 13 September at the Queen Elizabeth Olympic Park in London. More than 400 wounded, injured and sick servicemen and women, from 14 nations, will compete at this international sporting event championed by Prince Harry.

“Sport is a means to an end,” said Prince Harry. “In creating a moment of celebration of the journey of recovery, the Invictus Games will also bring international attention to that journey. One of rebuilding self-confidence, of rebuilding ambitions, of rebuilding a career, of rebuilding a family and social life.”

The Invictus Games are being organised with the support and backing of The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry, as well as the Ministry of Defence. Teams from Afghanistan, Australia, Canada, Denmark, Estonia, France, Germany, Georgia, Iraq, Italy, Netherlands, New Zealand, United Kingdom and the United States are expected to take part. www.invictusgames.org

“The Soldiering On Through Life Trust will be one of 10 UK charities with focus on the Armed Forces Community to be highlighted during the games via video as well as our presence during the opening and closing ceremonies,” said Soldiering On Chairman Wing Commander Tal Lambert MBE.

Volunteers for Soldiering On Through Life Trust will be available at both opening and closing ceremonies to talk about the charity, its goals and aspirations. Members of the public will have the opportunity to meet a few of the Invictus Games participants at the Soldiering On display in Queen Elizabeth Park.

Other charities to be highlighted during the games include: BLESMA The Limbless Veterans, The Royal British Legion, Help for Heroes, the RAF Benevolent Fund, the Royal Navy & Royal Marines Charity, ABF The Soldiers' Charity, Soldiers, Sailors, Airmen & Families Association (SSAFA), Combat Stress, and Endeavour Fund.

The competitive sporting competitions during the Invictus Games will include archery, athletics, wheelchair basketball, road cycling, power-lifting, indoor rowing, wheelchair rugby, swimming, sitting volleyball and driving challenge.

Queen Elizabeth Olympic Park will host events in the London Aquatics Centre, Copper Box Arena, Lee Valley Velo Park & Here East, with Athletics at Lee Valley Athletics Centre, thanks to the Mayor of London Boris Johnson, the London Legacy Development Corporation and the Lee Valley Regional Park Authority.

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Soldiering On

E. info@soldieringon.org

W. <https://www.soldieringon.org>

Additional Contact(s):

Kaija Larke
Communications
07841 166232

Registered Address: First Floor, 6-7 Market Place, Devizes, Wiltshire, SN10 1HT | Charity No. 1144828

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