



Issued by Stuart Higgins Communications, on behalf of The Ideal Home Show, London 2010

Ideal Home Show supports The Soldiers' Charity to raise £100,000 for 'Ideal Homes for Heroes.'

THE all-new Ideal Home Show today announced a ground-breaking partnership with the new-look Soldiers' Charity to raise £100,000 to fund grants and home improvements for soldiers returning from conflict.

The Ideal Home Show, which starts on March 20th and will include a special Troops Day as a tribute to the Armed Forces, is joining forces with ABF The Soldier's Charity, which devotes its work to supporting serving soldiers, former soldiers and their families.

Chief Executive of The Soldiers' Charity, **Major General Sir Evelyn Webb-Carter, KCVO, OBE, DL** said: "In the last year we have seen a 40% increase in requests for assistance with the increase coming from younger soldiers and their families. Much of this is for mobility, such as home adaptations.

"We anticipate that in the next few years we will see a surge in applications for help and we have a duty to ensure that we have the money available to provide everything we can for those who serve and have served this country.

"That is why we have set ourselves a target of doubling our income by 2014 and this partnership with the Ideal Home Show will help us achieve that, as well as raising awareness of the work that we do to improve mobility in the home."

To launch this nationwide fundraising campaign, the Ideal Home Show will donate 50p of every ticket sold to the 'Ideal Homes for Heroes Appeal'.

There will also be a dedicated Troops Day on 22nd March, to mark the start of our 17-day fundraising drive at this year's show making it the longest ever consumer fundraising event for The Soldiers' Charity.

Ideal Home Show Director, Lee Newton said: "The Ideal Home Show has always been a British institution going back to the First World War, having had strong and traditional connections with the Armed Forces and its servicemen and women, actively seeking initiatives that make a difference to the lives of our heroes.

"We are extremely proud to be able to work with The Soldiers' Charity. This is a fantastic appeal that we hope will raise awareness of the charity's work and help achieve their fundraising targets for 2011 and improving the quality of life for those who most need it."

“The money raised through the appeal will help more than 280 soldiers, former soldiers and their families in need of support, changing their lives for the better. The scale and scope of the appeal work will be vast but in particular we will help them with vital home adaptations, home improvements, general housing needs and homelessness of those who have suffered injuries, including the severe injuries caused in Afghanistan and Iraq. They have done their duty – now we should do our.”

The appeal will also offer funds to support older veterans who need assistance with home adaptations in order for them to remain in their own homes, as well as those with mental health problems such as Post Traumatic Stress Disorder (PTSD), Homelessness, Debt, and Unemployment.

The Ideal Home Show, now in its 102nd year, has become a national institution, as the UK’s number one consumer home show. The ‘Ideal Homes for Heroes Appeal’ retraces the shows heritage, back to the 1920’s, when, after the First World War, the show launched it’s Ideal (Workers) Homes competition. This competition was in line with the 1920’s housing act which stated that the government would provide adequate, ‘Homes Fit For Heroes’ to reward soldiers, munitions workers and their families with better standards of living.

The special Troops day on Monday 22nd March, will be a celebration of our forces, presenting a schedule of activity throughout the day as a tribute to our servicemen and women with a traditional British Street Party, Military Band performances, a Military Field Kitchen as well as a host of other attractions to help raise funds for the appeal.

In addition, in association with Tickets for Troops, all military personnel will be entitled to claim 2 FREE tickets to attend the event across any of the 17 days. Although military personnel attending in uniform on Troops Day is positively encouraged.

The Ideal Home Show runs from 20th March –5th April at London’s Earls Court. Tickets can be either booked online or by calling the **Ticket Hotline on 0844 415 4144**. Group bookings can be made by calling the **Groups Hotline on 0844 412 4650**, or for further information about the show and to purchase tickets online visit the website www.idealhomeshow.co.uk

**DONATE – To donate to the ‘Ideal Homes for Heroes’ Appeal, please logon to;
www.soldierscharity.org/events-and-campaigns/ideal-homes-for-heroes-appeal/**

Ticket Information:	On Door	In Advance
Weekday Adult	£15	£10
Weekend Adult	£17	£12
Weekday Concession (Over 60's)	£11	£9
Weekend Concession (Over 60's)	£13	£11
Children under 16	Free *	Free*
Late Night Thursday	£5 after 5pm	£5 (valid after 5pm only)
Open until 9pm		
Transaction Fee	n/a	£1.50

Opening times:

Opening Day – 20th March 10am – 6pm

Weekdays & Weekends 10am – 6pm

Thursday – late night 10am – 9pm

Final Monday – 5th April (Bank Holiday) 10am – 6pm

*Children under 16 do require a ticket which should be requested at the time of booking. Must be accompanied by a paying adult.

Please note that Free of Charge tickets do not qualify for a free showguide.

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