



PEMBERTON & MILNER

For Immediate Release

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CHARITY BALL TO HONOUR HEROES

A charity ball inspired by the death of a friend of the ball's founders earlier this year in Afghanistan is to be held at the Natural History Museum on Thursday 25 November.

The Victory Ball has teamed up with Help for Heroes to ensure that guests not only enjoy a fantastic night of world class entertainment, but also have the opportunity to donate to the excellent cause.

Pemberton & Milner Founder Elizabeth Finch-Moore, "We are excited and proud to be donating the exquisite Luxury games compendium and supporting the 2010 Victory Ball – a truly inspiring and progressive charity that has captured the passion of the country, resonating so keenly with so many at this time of year"

The ball has already attracted the active support of many international brands to ensure the evening is a tremendous success. The Ritz Club is running the casino while auction prizes sitting alongside Pemberton & Milner are being donated by Cartier, The Broad Gallery, Porsche Design, Anya Hindmarch, Christian Louboutin, Sautter, the Red Arrows, HM Tower of London, Edinburgh Castle and RMY Britannia, to name but a few.

One of the ball's founders, Robi Roy-Chowdhri, said: "The Victory Ball falls at the end of a month of remembrance and reflection. As such it provides the perfect platform to celebrate the selfless devotion of our servicemen and women and to lend our support to the excellent work of the charity Help for Heroes. Couple this with an evening of top quality entertainment and it promises to be a fantastic night to remember."

Bryn Parry CEO and Co-founder of Help for Heroes said: “Help for Heroes is all about ‘doing your bit’ and this event is a wonderful example of people having a good idea, rallying support and having a great deal of fun while they raise money for a wonderful cause. We have been able to use the £65,000,000 raised to provide practical and direct support to those wounded in the current conflicts. The money you raise is needed, it is being used and it is hugely appreciated; sadly, we need a great deal more. You are part of something that is very British and wonderful and I would like to say thank you for this and every other fund raising event that it inspires.”

For more information visit www.victoryball.co.uk

ENDS

For media information or to enquire about press tickets please contact:

Sarah Mahoney at Pemberton & Milner

sarah@pembertonandmilner.com / 0203 301 6229

Or

Nicholas Boole at The Beehive Partnership

nick@thebeehivepartnership.com / 07877 223 280

Notes for Editors

Pemberton & Milner: is a leading corporate and private commission leather goods company. Combining a passion for refined British craftsmanship and a contemporary understanding of traditional luxury leather goods, we excel in creating exceptional product.

The brand was set up by Elizabeth Finch-Moore at the beginning of 2010. Her passion for the traditional skills and excellent craftsmanship inherent in the British Leather industry is matched by her love for design.

The Victory Ball: was conceived at the beginning of 2010 when a close friend of the founders was killed in action in Afghanistan. This inspired his group of friends to do what they could in support of their chosen charity and to give selflessly to the cause.

The ball is being held at the Natural History Museum on Thursday 25 November. Tickets can be obtained through the website at www.victoryball.co.uk, or by calling 01845 578193

Help for Heroes: was founded by Bryn and Emma Parry in October 2007 out of a desire to help the wounded Servicemen and women returning from Afghanistan and Iraq, following a profoundly moving visit to Selly Oak hospital.

The message of the charity is simple: We are strictly non political and non critical; we simply want to help. We believe that anyone who volunteers to serve in time of war, knowing that they may risk all, is a hero. These are ordinary people doing extraordinary things and some of them are living with the consequences of their service for life. We may not be able to prevent our soldiers from being wounded, but together we can help them get better.

We ask our supporters to “do their bit” to show these extraordinary young men and women that they are cared for by us. Millions of people have responded and millions of pounds, £61m to date, has been raised to buy much needed services that will aid their recovery.

The money donated by Help for Heroes is used in all sorts of ways, from the big projects like the Headley Court Rehab complex to providing a juice machine in one of the wards. We have already allocated £8m to the task of providing a new swimming pool and gym complex at DRMC Headley Court, and are delighted to announce that we have been able to raise the £20m we pledged in March 2009 to help pay for the first four Personnel Recovery Centres (PRCs). Work will begin immediately and we hope to see the first fully comprehensive centre open at Colchester in the spring of 2011, followed soon afterwards with PRCs at Catterick and then Tidworth.