

Strictly embargoed until
Friday 4th November



Coventry Building Society launches new Poppy Bond to help support the Royal British Legion

Coventry Building Society launches the 2011 edition of its Poppy Bond in partnership with the Royal British Legion

Coventry Building Society is delighted to announce the annual return of its innovative Poppy Bond, which has helped to raise over £5 million for the Royal British Legion since its launch in 2008.

Poppy Bond, available from Friday 4th November, is a best buy [fixed rate savings bond](#) paying an excellent 3.55% (AER/gross pa) until 30th April 2013. In addition the Coventry will make a donation to the Poppy Appeal of 0.05% of the total funds invested in the Poppy Bond.

Russell Thompson, Director of National Events and Fundraising added: “We were overwhelmed by the donation we received from the Coventry’s 2010 [Poppy Bond](#) . This has been a fantastic partnership and thanks to the generosity of the Coventry, they have already raised over £5 million for the Poppy Appeal since 2008. This is an extraordinary amount and is helping to fund numerous projects including our recovery centres for servicemen and women who have been injured during service. We are delighted to continue working with the Coventry and hope this year’s Poppy Bond will be equally successful.”

Colin Franklin, Sales and Marketing Director at the Coventry said: “Poppy Bond has proved to be a compelling combination over the last four years. This year, savers can again help us to support the Royal British Legion while also receiving an excellent rate of interest. The work of the Royal British Legion continues to be as important and relevant as it has ever been and we are hoping this new Poppy Bond will lead to another fantastic donation.”

For more information or additional comment please contact:

The press office on 0870 607 7727 or email media@thecoventry.co.uk

NEWS RELEASE

The Royal British Legion provides financial, social and emotional support to millions who have served and are currently serving in the Armed Forces, as well as their dependants. Currently, nearly 9.5 million people are eligible for this support and the Legion receive thousands of calls for help every year. The Poppy Bond has been designed specifically to support this much valued work.

The Poppy Bond will only be available for a limited period so savers need to act now. Customers can apply for the Poppy Bond by calling the Customer Service Centre on 0845 7665522, visiting any branch of the Coventry or at www.thecoventry.co.uk

Please see notes to editors for details of case studies who are available for media interviews. If you would like to contact any of the case studies for interview's or photo's, please contact the press office on 0870 607 7727.

ends

Notes to Editors

Poppy Bond – Key Features

- Poppy Bond can be operated in branch, by phone or online or by phone.
- Interest rate of 3.55% (AER/gross pa) fixed until 30th April 2013
- Interest can be paid to the customer annually or monthly (Monthly rate 3.49% gross p.a., 3.55% AER)
- Minimum balance £1; maximum £250,000.
- Minimum age 18 years.
- No access to funds or closure during the term of the bond.
- The donation to the Poppy Appeal will be calculated one month after the Poppy Bond is withdrawn from sale and will be equal to 0.05% of the total amount invested.

Coventry Building Society

- Coventry Building Society is the third largest [building society](#) in the UK with assets exceeding £22.6 billion.

Royal British Legion

- Registered charity number : 219279
- Further information about the Royal British Legion can be obtained from visiting www.britishlegion.org.uk

Case Study from the Royal British Legion

Lance Corporal Tyler Christopher, 27, Birmingham

27 year-old soldier L/Cpl Tyler Christopher currently serving in the 4th Battalion The Rifles in the Army was injured by an IED in Afghanistan in 2009. As a result of the blast he had to have both legs amputated above the knee, as well as nearly losing his arm and suffering abdominal injuries. After recovering in Selly Oak Hospital, he was referred to Headley

NEWS RELEASE

Court for rehabilitation, and travelled between Headley Court and his mum's house in South Wales. During this time the Legion stepped in, as part of its Immediate Needs assistance and provided a handy man through its Poppy Calls scheme to carry out essential and urgent home adaptations.

He is part of the Battle Back Sledge Hockey team which will be competing in the 2014 Winter Paralympics in Russia. He lives in Hampshire with his girlfriend Katie and attends a full-time college course as well as dedicating as much time as possible to competing and sport.

“Changes to my mum's home were essential for me, but also for my mum when I was home from Headley Court, and I'll never forget that the Legion got the job done as quickly as possible to make life at that time easier for me.

“Both myself and my girlfriend are grateful for the support of the Legion and hope to some day set up our own business- something we know the Legion is also able to help with through its funding.”

Case Study Coventry Building Society Poppy Account Holder

Chris Hollis aged 53 from Rossendale, Lancashire has been a long standing member of Coventry Building Society and has saved in the Poppy Bond for the last two years. “ This is a great way for savers to support the Royal British Legion. The Poppy Bonds always pay a best buy rate so as far as I'm concerned, it's a win win - as a saver I get a great rate on my [savings](#) and The Royal British Legion gets a significant donation - £5 million since 2008 is amazing. I have a friend whose son is currently serving in Afghanistan and my uncle was killed in the second world war, so this has always been an issue close to my heart”.