



THE DASH

The Newsletter Of The Channel Dash Association



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THE CHANNEL DASH MEMORIAL

A Lasting Tribute to all those who participated in Operation Fuller - 12 February 1942

2009 is the Centenary of Naval Aviation, Fly Navy 100. As part of the commemorations a memorial will be unveiled at Manston Airport in Kent to all those who participated in the operation to intercept the might of the German Fleet as they attempted to 'Dash' up the English Channel from Brest in France to the safety of ports in Germany. This was a truly Tri Service operation involving units of the Royal Navy, the Army, and the Royal Air Force. The significance to Fly Navy 100 is that at the spearhead of Operation Fuller were 6 Fairey Swordfish aircraft of 825 Naval Air Squadron based at RAF Manston. With the support of Shore Batteries and Motor Torpedo Boats from Coastal Command, and aircraft from RAF Fighter and Bomber Command the Swordfish, although heavily outnumbered and outgunned, flew fearlessly towards their targets. Sadly all 6 aircraft from 825 NAS were lost and only 5 of the 18 aircrew that had taken off less than 1 hour earlier survived. The Commanding Officer received a posthumous Victoria Cross and collectively the crews were recognised with 4 Distinguished Service Orders, 1 Conspicuous Gallantry Medal and 12 Mentions in Despatches. This action prompted the Daily Mail to report thus:

"This is an episode in the Battle of the Straits of which Britains can be rightly proud. In planes which, against the German protecting aircraft, were as slow as cart horses compared with a motor car, 18 men of the Fleet Air Arm flew over the channel. Crippled and ablaze they got within range, they kept on, delivered their attacks and - died!" '18 men we shall never forget'

So significant was this operation that Franklin D Roosevelt contacted Winston Churchill to congratulate him on what had occurred.

We are writing to you confident that you were so inspired by this story of selfless bravery that you became a Member of the Channel Dash Association and will also wish to be a part of the forthcoming commemorations to both fund and dedicate the Memorial Statue.

As you already know from previous issues of 'THE DASH' there are already two very special events planned for 2009 in connection with The Channel Dash Memorial: These are;

18 March 2009 - Dinner in the World Renowned Painted Hall of the Old Royal Naval College at Greenwich.

This is a dinner to honour all those that participated in Operation Fuller and The Channel Dash, it will be a VIP gala affair filled with Military Pageantry, Nostalgia, the live premier of a song specially written for the occasion and short readings to set the scene. The evening will conclude with fundraising activities including a very special auction of limited edition memorabilia. All proceeds from the dinner will be used in support of the Memorial. Tickets for this event are limited to 300 with opportunities to purchase corporate tables of 10 and 18; tickets are available for individuals and smaller parties on shared tables.

25 June 2009 - Unveiling of the Channel Dash Memorial at Manston Airport.

A once in a lifetime opportunity to be present at this VIP event to unveil to the world the superb life size replica of the Fairey Swordfish in the livery of 825 Naval Air Squadron as it takes pride of place at the centre of the lasting memorial to all those who participated in Operation Fuller.

Below we outline opportunities for CDA Members in respect of the memorial.

Partnership, Promotional, Sponsorship, Hospitality and Donation Opportunities

This enduring memorial that will be maintained in perpetuity by The Channel Dash Association brings with it superb opportunities for members to become involved and indeed several have already kindly made donations toward the Swordfish Memorial fund including two members generously contributing a private donation of £1,000 each. While it is hoped that some support will be forthcoming from Grant funding there will be inevitable costs to the association for which they are seeking support. This is your very own unique chance to contribute to the final phase of the build of the full size replica Swordfish Aircraft which will stand as a symbol to the bravery and determination of all personnel who took part in 'Operation Fuller'.

Partnership

The Channel Dash Association are pleased to offer exclusive commercial partnership opportunities to local, national and international business who wish an enduring connection to the memorial by offering support either financial or in kind. In return partners will receive a range of options including the business name linked to the memorial, physical recognition at the site, use of the memorial in business material and promotional use of the memorial building for business activities.

Promotional

Public Relations and Marketing opportunities are only limited by the imagination when linking to the memorial. These include opportunities for Members and businesses to produce products linked to the memorial and Operation Fuller and to use these products to promote the business, opportunities to link the memorial and Operation Fuller to the business through advertising or as part of business internal public relations with staff.

Sponsorship

There are opportunities on many levels for Members and businesses to sponsor events surrounding the Channel Dash Memorial including elements of the dinner at Greenwich and the actual unveiling. In return the Channel Dash Association can offer a range of returns on investment including advertising opportunities, Headline attachment to the fundraising dinner, Hospitality at both events and Approved product placement.

Hospitality

The VIP dinner in the World Renowned Painted Hall of the Old Royal Naval College at Greenwich offers the finest hospitality opportunities. While the capacity of the hall is not small the exclusive nature of this dinner will mean that tickets will be limited and inevitably, due to the unique nature of the evening, the strength of the VIP guest list, and the entertainment on offer, demand for the tickets will be high.

The Memorial unveiling in June 2009 will again be a VIP affair with fine hospitality opportunities.

Donations

Donations in Cash or Kind can be made to the Channel Dash Association; the donation of fundraising items for use in Raffles and the Auction will be gratefully received. Donations to the memorial will be recognised in perpetuity on a special Channel Dash Association Members '**Roll of Honour**' at the memorial site. Please contact us should you wish to organise your own fundraising event in support of the memorial and we will be pleased to offer our help and advice.

Members are requested to please pass this newsletter on to family and friends who may also wish to contribute to your Memorial to the Channel Dash Heroes. They can find out more about The Channel Dash, The Memorial and the Association please by visiting our website at www.channeldash.org

Thank you all in anticipation of your generous help and support.

Chairman and Committee.

Channel Dash Association