

BARR-JONES ASSOCIATES RECEIVES SILVER AWARD FOR SUPPORTING ARMED FORCES

November 2016 – Barr-Jones Associates, a successful consultancy that provides the strategic arm of business growth agency Focus7 International, has been honoured with a Defence Employers Recognition Scheme Silver Award for its work in supporting the Armed Forces.

The ERS Silver Award is granted to organisations that have signed the Armed Forces Covenant, which publicly pledges support to the Armed Forces community, and who employ veterans, military spouses and reservists. Barr-Jones Associates' Managing Director, Leona Barr-Jones, is herself a British Army veteran, having served in the Armed Forces for over 26 years on operational tours overseas and in Defence Diplomacy roles.

All of Focus7 International's Directors also have military connections, spanning the full set of Armed Services, including the Royal Navy, Royal Marines and the Royal Air Force. It is these personal associations, alongside an understanding of the difficulties sometimes faced by ex-military personnel when integrating back into civilian life and employment, that makes this a core value for both Focus7 and Barr-Jones Associates.

Leona says: "I am incredibly proud to be part of a business that offers employment to others who have served and continues to support the Armed Forces. The Defence Employer Recognition Scheme recognises businesses that support the armed forces, and who are open to employing reservists, veterans and military spouses, and I am delighted to have been awarded a Silver Award for our continued support and our work as Poppy Factory Mentors and Veteran Charity Trustees."

In this centenary year of the end of the Battle of the Somme, we are provided with an opportunity to commemorate service and sacrifice, to reflect upon the human cost of conflict and to have hope for a more peaceful world. The Royal British Legion has urged us to *Rethink Remembrance* and remember that, 100 years on, there is a new generation of veterans that need support – for which Barr-Jones Associates is honoured to pledge.

To see more of Barr-Jones Associates' services, visit www.focus7international.com

About Barr-Jones Associates

Barr-Jones Associates form the strategic arm of Focus7 International: a business growth agency delivering real results to clients through the all-encompassing *Think, Create, Deliver* solution, including strategic planning, creative marketing and intelligent software.

