



**23rd May 2006**

## **Fly Away Success**

Ex CWO Steven Croft who recently left 134 (Bedford) Sqn after reaching the upper age limit, returned for a special presentation this week. Denise Housby, Head of Media Communications at HQ Air Cadets, RAFC Cranwell, wanted to personally thank Steven for a photo that he had taken back in 2003.

The photo, a self portrait which has since become the central promotional image for the Air Cadet Organisation, was taken at 10,000 feet above the Irish Sea, whilst Steven was flying in a 208 Squadron Hawk aircraft from RAF Valley, a flight he had earned for being judged as Squadron Cadet of the year in 2002.

The photo has since been widely used, including a range of recruitment stands and recruiting posters which are soon to be released. It was also revealed that Steven's image will soon be appearing on desks across the country in the form of a new Air Cadet mouse mat. The image was also used on the front cover of last year's Air Cadet organisation annual report.

Before the presentation Denise said; "When we first received the image, everyone in the media and communications office crowded around to see it, the photograph was far and away the best we had seen for some time - it was dramatic, bold, it filled the frame, had movement and an edginess about it that all Media and Communications Officers and marketers strive for"

For his efforts, Steven was awarded the specially framed, first edition of a brand new Air Cadet poster. He was also given a special limited edition crystal paperweight inscribed with the Air Cadet logo.

Steven is currently going through the application process to join the fire service. Once he has settled his career path, he looking to rejoin the Air Cadets as a staff member.



Winning Photo



Display unit



Presentation