George was born at Bow, Middlesex, in 1879, the son of Elizabeth and Barnett Coy. He served in the British Rifle Brigade for 12 years serving in the Sudan and South Africa being awarded the Khedives Medal, the Queens South African Medal with 5 clasps and the Kings Medal with two clasps, having been at the Battle for Khartoum and the occupation of Crete.

He joined C Coy, AN&MEF on 11th August 1914 stating that he was a general labourer, single and gave his brother a Mr W Coy, 34 Morris Rd, Crisp St, Poplar as his next of kin. He was appointed Lance Corporal on 1st Feb 1915 and returned from Rabaul and was discharged, term expired, after completing 206 days service.

He joined the AIF on 2nd July 1915 he joined the AIF as part of the 19th Reinforcements for the 2nd battalion. He did not proceed overseas and had several periods of AWOL and was presumably discharged.

George died in Rydalmere Mental Hospital on 4th August 1944.