

News Release

For immediate release

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Iceland presents £100,000 cheque to The Prostate Cancer Charity

Iceland Foods has presented a cheque for £100,000 to The Prostate Cancer Charity, following the retailer's annual Charity Amateur Golf Classic day. This brought Iceland's total donations to the Charity over the last four years to more than £420,000.

Tarsem Dhaliwal, Finance Director at Iceland, presented the cheque to Owen Sharp, Chief Executive, at The Prostate Cancer Charity earlier this month.

In September 2011 more than 250 suppliers, playing in teams of four, enjoyed a day of golf followed by a Gala Dinner which was attended by over 340 guests, raising the phenomenal £100,000 for the Charity.

Malcolm Walker, Chairman & Chief Executive at Iceland, said: "We would like to extend a big 'thank you' to everyone involved with the event, which raised such a tremendous amount of money for The Prostate Cancer Charity. As always, it was a fabulous day, and Iceland is delighted to continue its support for the excellent work that the Charity does for those suffering from the most common cancer among men in the UK."

Owen Sharp, Chief Executive at The Prostate Cancer Charity, said: "We are thrilled to have been part of Iceland's Charity Amateur Golf Classic and our thanks go to everyone involved with the event and who helped to raise such a fantastic contribution to our work.

"Each year in the UK, 37,000 men are diagnosed with prostate cancer, and one man dies every hour from the disease. The money raised by Iceland will help us to reach more of these men to make sure they get the support they need, as well as help us invest in research to find the answers for the future."

The event, now in its nineteenth year, took place at Carden Park Hotel, Cheshire and began with a challenging day of golf which saw teams from a number of leading companies take part, including McCains, Procter & Gamble UK and Arla Foods. Suppliers not only participated in the Golf Day, but also supported Iceland's fundraising through sponsorship.

The day, which was the third held in support of the Charity, was topped off by a fabulous formal Gala Dinner. Following a Champagne reception, guests were given the opportunity to

bid for a wealth of 'money can't buy' experiences in a live interactive auction. The evening concluded with entertainment from top comedian Jason Manford.

Iceland is delighted to confirm that it will again be supporting the Prostate Cancer Charity at its annual Charity Golf Day in 2012.

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Notes to Editors:

Photos available on request.

About prostate cancer and The Prostate Cancer Charity

For further information on **The Prostate Cancer Charity** please contact:

Ellie Brooke 0208 222 7669 Ellie.Brooke@prostate-cancer.org.uk

Kate Cowling 0208 222 7645 Kate.Cowling@prostate-cancer.org.uk

Out of hours contact: 0798 432 5001

Prostate cancer is the most common cancer diagnosed in men in the UK. Every year in the UK 37,000 men are diagnosed with the disease and 250,000 men are living with it. One man dies every hour of prostate cancer in the UK.

African Caribbean men are three times more likely to develop prostate cancer than white men.

The Prostate Cancer Charity is striving for a world where lives are no longer limited by prostate cancer. The Charity is fighting prostate cancer on every front - through research, support, information and campaigning.

If you have any queries about prostate cancer, call The Prostate Cancer Charity's confidential Helpline 0800 074 8383 which is staffed by specialist nurses and open from 10am to 4pm Monday to Friday and Wednesdays from 7 - 9pm or visit www.prostate-cancer.org.uk

About Iceland's partnership with The Prostate Cancer Charity

Iceland Foods began supporting The Prostate Cancer Charity in 2008 when they were chosen as one of the beneficiary Charities for the annual Charity Golf Day. In 2008 and 2009, an amazing £417,322.42 was raised from these events with the proceeds shared between two of Iceland's chosen good causes. The Prostate Cancer Charity received over £200,000 from these events, helping to continue invaluable research and support for those affected by prostate cancer.

Iceland is delighted to have been able to present two further cheques for £100,000 to The Prostate Cancer Charity in November 2010 and April 2012, bringing the total donated to the Charity over the last four years to more than £420,000.

Iceland has also undertaken other initiatives to help raise awareness of prostate cancer, including the sale of fridge magnets throughout Iceland stores in the run-up to Father's Day 2009.