

4 August 2014

## **ICELAND MARKS FIRST WORLD WAR CENTENARY WITH £1 MILLION PLEDGE TO THE ROYAL BRITISH LEGION**

Iceland is marking today's hundredth anniversary of the outbreak of World War One with a major fundraising drive for the Iceland Foods Charitable Foundation and its principal charity partner for 2014/15, The Royal British Legion (RBL).

Iceland has pledged to raise £1 million for RBL during the year, and will be focusing its support on two main RBL initiatives. The first is the Battle Back Centre at Lilleshall in the West Midlands, which each year helps 600 wounded, injured and sick Army, Navy and RAF personnel to make the best possible recovery through participation in adaptive sports and adventurous training activities. These are designed to increase self-confidence, improve motivation and to develop a positive mental attitude that will help participants either to return to duty or to make a new life for themselves outside the forces.

The second is RBL's Poppy Calls handy van service, which helps service veterans and their dependents by undertaking small household repairs and minor adaptations in their homes.

This is Iceland's annual Charity Week in its stores throughout the UK, which will be raising money for the Iceland Foods Charitable Foundation to support RBL and other national and local good causes.

Iceland founder and Chief Executive Malcolm Walker said: "Charity Week is our annual fundraising extravaganza, in which our amazing people always go the extra mile dreaming up weird and wonderful stunts to try and ensure that their store raises more cash than any other – and I know that our wonderful customers will match them in enthusiasm and generosity, as they always do. In this particular year, it would be hard to think of a more appropriate charity to have picked as our principal good cause than The Royal British Legion.

"My fellow directors and I recently visited the RBL Battle Back Centre, took part in some of the sports and spoke to the people it was helping. I know from those conversations that it really does have the ability to change lives. As does Poppy Calls, which is a fantastic service delivering real practical help to often elderly veterans or their partners, helping them to cope in their own homes. I wish all our people the very best of luck in their efforts to raise money to support and develop these great initiatives."

Iceland's charity partnership with The Royal British Legion follows a three year partnership with Alzheimer's Research UK, during which Iceland raised more than £3.2 million for dementia research, as well as helping to increase awareness of the disease throughout the country.

For more information about the Iceland Foods Charitable Foundation and the many good causes it has supported over the years, please go to <http://about.iceland.co.uk/iceland-foods-charitable-foundation/>

**ENQUIRIES:**

Keith Hann, PR adviser, Iceland Foods

01244 842228 / 07831 521870