



22 November 2010

## **ICELAND FOODS GIVES £1.5 MILLION TO HELP FOR HEROES**

Iceland Foods founder and Chief Executive Malcolm Walker has presented a cheque for £1.5 million from the Iceland Foods Charitable Foundation to Help for Heroes Co-founder and Chief Executive Bryn Parry and his wife and Co-founder, Emma. The presentation took place before a spectacular Charity Ball held in Cheshire to mark the 40th anniversary of the opening of the very first Iceland store in Oswestry, Shropshire, on 18 November 1970.

Thanks to the generosity of Iceland's suppliers and advisers, the Ball raised over £750,000 for Help for Heroes, Iceland's Charity of the Year for its current financial year. This has been added to the money already raised by Iceland's store and head office staff during the company's annual charity week in August to make the grand total of £1.5 million.

The huge range of staff fund-raising initiatives this year included raffles, tombolas, cake stalls, fancy dress days, face painting, quiz nights, bingo, busking, head shaving, sponsored bike rides, jumble sales, marathon runs, kayaking, white water rafting, cricket and football matches, a boxing tournament and a team effort in the Great North Run. All were generously supported by colleagues and customers to raise an incredible total of £740,000 - an increase of more than £300,000 on the sum raised in August 2009, underlining the strength of support throughout the company and the country for the excellent work of Help for Heroes with our wounded service personnel.

Iceland has already been pleased to support Help for Heroes as one of the medal sponsors at the fantastic Heroes Concert held at Twickenham Stadium in September, featuring some of Britain's greatest musical and comedy talents, which raised more than £850,000 for the charity.

Iceland Chief Executive Malcolm Walker said: "I am truly delighted that we have beaten our target of raising £1 million for our Charity of the Year, Help for Heroes, and that we are able to make such a worthwhile contribution to this brilliant cause. This reflects the great generosity of everyone who has supported our Ball tonight, the huge efforts put into fund-raising by our dedicated staff and the amazing

support that we have received from our wonderful customers. It is truly staggering that we have been able to raise so much money in the current economic climate. This is a tribute to the truly inspirational work of Help for Heroes and the outstanding example of the incredibly brave young men and women that the charity exists to support.”

Help for Heroes CEO & Co-founder Bryn Parry said: “Help for Heroes is all about people doing their bit. We value every donation, every person doing what they can to help ‘our blokes’ – the men and women of our Armed Forces - but the contribution made by Iceland is extraordinary. I could not believe it when I heard that they had raised £1.5 million and had done so with minimal fuss; just got out and done it. I would like to thank everyone in the Iceland team for such a fantastic donation and assure you that every penny will be used to help ‘our blokes’.”



**ENQUIRIES:**

**Iceland Foods**

Keith Hann, PR adviser

[kh@keithhann.com](mailto:kh@keithhann.com)

01244 842228 / 07831 521870

**Help for Heroes**

Jess Baker, PR & Communications Manager

[Jess.baker@helpforheroes.org.uk](mailto:Jess.baker@helpforheroes.org.uk)

01725 514128 / 07702 737242