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ICELAND PRESENTS £135,000 CHEQUE TO PROSTATE CANCER UK

Iceland Foods has presented a cheque for £135,000 from the **Iceland Foods Charitable Foundation** to **Prostate Cancer UK**, following the retailer's record-breaking annual Charity Amateur Golf Classic day in September. The latest cheque brings Iceland's total donations to the charity over the last six years to more than £660,000.

Nick Canning, Iceland Executive Director for People & Customers, presented the cheque to Mark Bishop (Director of Fundraising) and Megan Edwards (Corporate Partners Executive) of Prostate Cancer UK at Iceland's head office in Deeside, Flintshire.

The **2013 Iceland Charity Amateur Golf Classic** was the 21st of these annual events and raised a record £271,000 for two great causes, Prostate Cancer UK and Alzheimer's Research UK, with the proceeds divided equally between them. This year's fantastic result brought the grand total raised for charities by the Iceland Charity Amateur Golf Classic since its inception to almost £2.5 million.

The golf event at Carden Park Hotel in Cheshire in September 2013 was attended by more than 75 of Iceland's suppliers, playing in teams of four, followed by a Gala dinner attended by over 340 guests.

As well as supporting the charity at its annual golf day, Iceland has recently supported Prostate Cancer UK's latest campaign, Men United v Prostate Cancer. By signing up to the Men United team and donating 50p for every person who also signs they raised £50,000 for the charity. Iceland staff have also been sporting their team scarves in a bid to spread further awareness and help in the fight against the disease

Iceland Executive Director Nick Canning said: "Everyone at Iceland would like to say a huge 'thank you' to everyone involved with our golf event, particularly all our suppliers who so generously helped us to raise this record sum by taking part in the tournament, advertising in our brochure, sponsoring prizes in our charity auction and then bidding against each other to win them! I am delighted that, through their support, we are again able to make a significant donation to Prostate Cancer UK to help its excellent work for those suffering from the most common cancer among men in the UK."

Director of Fundraising at Prostate Cancer UK, Mark Bishop, said: “Once again we are delighted 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, over 40,000 men are diagnosed with prostate cancer, and one man dies every hour from the disease. The money raised from Iceland’s golf day, and support given through the Men United campaign, will help us to provide vital information and support to men, and find answers by funding research into causes and treatments.”

NOTES TO EDITORS:

About the 2013 Iceland Charity Amateur Golf Classic:

The event was held at Carden Park Hotel in Cheshire on 12 September 2013 with the support of more than 75 Iceland suppliers. **Photos are available on request.**

About prostate cancer and Prostate Cancer UK:

Prostate Cancer UK fights to help more men survive prostate cancer and enjoy a better quality of life. We support men and provide vital information. We find answers by funding research into causes and treatments. And we lead change, raising the profile of the disease and improving care. We believe that men deserve better.

Prostate cancer is the most common cancer diagnosed in men in the UK. Over 40,000 men are diagnosed with prostate cancer every year. Every hour one man dies from prostate cancer. One in four Black men will develop prostate cancer at some point in their lives.

If you have concerns about prostate cancer please call Prostate Cancer UK's confidential Helpline on 0800 074 8383 or visit www.prostatecanceruk.org. The helpline is free to landlines, staffed by specialist nurses, and open from 9am to 6pm Monday to Friday with late opening until 8pm on Wednesdays.

Men United – The Facts:

Men United v Prostate Cancer is our call for men to join together in a movement against the common enemy of prostate cancer. The aim is to build a united front of men against this disease. We want to get the message out about one of the UK’s biggest man killers, support men affected by it, and intensify the search for more reliable tests and treatments for the future.

The core audience is men over 45 who urgently need to know about this disease, and to do something about it. Men United is not exclusively for men. This is a movement for men, but women will be critical supporters and activists within it. But, the core idea is that men are very consciously facing their health and banding together to right a wrong.

About Iceland's partnership with Prostate Cancer UK

Iceland Foods began supporting Prostate Cancer UK in 2008 when it was chosen as one of the beneficiary charities for Iceland's annual Charity Golf Day. This partnership has now continued over six Iceland Charity Amateur Golf Classics.

About Iceland's charitable giving:

Iceland's support for Prostate Cancer UK is just part of the company's long-standing commitment to helping good causes through the Iceland Foods Charitable Foundation. Iceland Foods and the Iceland Foods Charitable Foundation have donated more than £11 million to charity since 1986, with major beneficiaries including Alder Hey Children's Hospital, Help for Heroes, Alzheimer's Research UK and Petö UK. In addition to the funds raised by Iceland's colleagues and customers in the company's annual charity week each August, and the annual Golf Day in September, Iceland raises money through its sponsorship of epic adventures such as the Iceland Everest Expedition of 2011 and In the Footsteps of Legends: The Iceland Antarctic Expedition of 2012.



L to R: Mark Bishop (Director of Fundraising, Prostate Cancer UK), Nick Canning (Director for People & Customers, Iceland Foods), Megan Edwards (Corporate Partners Executive, Prostate Cancer UK) at Iceland's head office in Deeside, Flintshire.



The Iceland executive directors (L to R front: Malcolm Walker (Chairman & CEO), Nigel Broadhurst (Buying Director); L to R back: Nick Canning (Director for People & Customers), Tarsem Dhaliwal (CFO) showing their support for Prostate Cancer UK's Men United initiative.

For further information on **Prostate Cancer UK** please contact:

Ellie Brooke 0203 310 7135/079 8392 0942 Ellie.Brooke@prostate.canceruk.org

For further information on **Iceland Foods** please contact:

Keith Hann, PR adviser 01244 842228 / 07831 521870 / kh@keithhann.com

For further information on **The Iceland Foods Charitable Foundation**, please contact Yvette Gillott: yvette.gillott@iceland.co.uk