

15 December 2015

Iceland makes children's dreams come true at Winter Wonderland

The Iceland Foods Charitable Foundation funded a Winter Wonderland Weekend of fun and merriment for 50 families held at Center Parcs in Sherwood Forest, Nottingham from 11-14 December by the charity When You Wish Upon A Star.

When You Wish Upon A Star is a national charity dedicated to granting wishes for children with life-threatening illnesses. Its Winter Wonderland Weekend featured a huge range of festive activities, with highlights including a Frozen Ball, a professional pantomime company performing Sleeping Beauty, a delicious Christmas dinner, a firework extravaganza and, of course, a visit from Santa Claus

Many celebrities visited Center Parcs over the weekend to make the event even more memorable for the children, including Coronation Street stars Sue Cleaver, Les Dennis, Sally Dynevor, Ellie Leach and Brooke Vincent, Emmerdale's Gaynor Faye, Nikki Sanderson from Hollyoaks, Lorna Laidlaw from Doctors, Sacha Parkinson from Mr Selfridge and Saracen from Gladiators.

Maria Moseley, regional manager of When You Wish Upon A Star, said: "We have had the most amazing weekend ever at Center Parcs celebrating a Winter Wonderland with 50 extremely deserving children and their families. Without the kindness and generosity of the staff and customers of Iceland, this fantastic weekend break could not have taken place. It has enabled all the families to experience a magical early Christmas, at a time when they need it the most! Thank you Iceland from the bottom of our hearts."

Nick Canning, joint managing director of Iceland Foods and chairman of the Iceland Foods Charitable Foundation, said: "The great work of When You Wish Upon A Star really caught the imagination of our colleagues and customers during our fundraising charity week this year, and we are truly delighted to have been able to fund this very special weekend for some very special children and their families."

When You Wish Upon A Star is one of three children's charities to have benefited from a partnership with the Iceland Foods Charitable Foundation in 2015/16, alongside The Children's Food Trust and NYAS (National Youth Advocacy Service).

For more information about the Iceland Foods Charitable Foundation, please visit:
<http://www.ifcf.org.uk>

For more information about When You Wish Upon A Star, please visit:
<http://www.whenyouwishuponastar.org.uk/> or telephone 01663 766 744

ENQUIRIES:

Keith Hann, PR adviser, Iceland Foods

01244 842228 / 07831 521870