



30 November 2012

**ICELAND SUPPORTS SAVE THE FAMILY
AT CHRISTMAS**

Iceland Foods, based at Deeside Industrial Park, has continued its long-standing support for local charity Save the Family with a seasonal donation of vouchers and Christmas treats to provide some cheer to homeless and desperate families in Deeside, North Wales, Chester and the surrounding areas.

Iceland's Alex McKinlay this morning made a delivery of £250 of Iceland vouchers, 130 boxes of mince pies, and 200 Cadbury selection boxes to Save the Family in Northop Hall, for distribution at the charity's Christmas events and to needy families in the community.

Alex McKinlay, Supply Chain Operations Manager at Iceland Foods, said: "We are delighted to be able to help Save the Family at this special time of year, and hope that our donation will help to brighten Christmas for some families who are less fortunate than we are."

Karen Fisher, Development Manager at Save the Family, added: "We need help more than ever this year as the economic climate has continued to worsen and the number of homeless families has increased. Iceland's generous donation will help us to make Christmas a bit more special for many children and their parents who would otherwise have had to go without."

ENQUIRIES:

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