



30 November 2010

### **ICELAND GIVES £17,500 TO SAVE THE FAMILY**

Iceland Foods founder and Chief Executive Malcolm Walker has presented a cheque for £17,500 from the Iceland Foods Charitable Foundation to Edna Speed MBE, Chairperson and co-founder of Save the Family, which provides emergency accommodation for homeless families in North West England and North Wales.

The money was raised principally by staff at Iceland's head office in Deeside, Flintshire, and continues Iceland's long-standing support for this highly regarded local charity.

Iceland has also recently donated £1.5 million to Help for Heroes, its Charity of the Year for 2010/11, and given £100,000 to The Prostate Cancer Charity. In previous years, the company raised a total of £3 million for the Alder Hey Children's Hospital Imagine Appeal.

Iceland Chief Executive Malcolm Walker said: "We are delighted to continue our support for the excellent work of Save the Family in keeping families together by providing accommodation for those who would otherwise become homeless and face having their children taken into care."

#### **ENQUIRIES:**

**Iceland Foods**

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