

# Press Information Press Information Press Information

## **STACEY HAS THE ICE-FACTOR!**

### **I'M A CELEBRITY...GET ME IN THERE!**

Following on from her massive success in the XFactor, and more recently being crowned Queen of the Jungle, Stacey Solomon has landed another top job; fronting the advertising campaigns for frozen food giant Iceland Foods.

As a mum to three year old Zach, Stacey is thrilled to be linked to one of her favourite stores:

"I love Iceland; me and my family have shopped there for years and every time, the staff make us feel really welcome. I'm so excited to be working with them in their TV ads, I want to make sure everybody realises what a great store it is!"

Nick Canning, Executive Director at Iceland Foods explained:

"Stacey is a genuine Iceland customer and is someone we know our customers already love. She's mum to Zach first and foremost, but without question, is also a glamorous celebrity who people can't wait to know more about.

"Stacey will be featuring in our TV campaigns throughout 2011, the first one airing in mid-May, and we look forward to seeing her become a great ambassador for our brand."

-ENDS-

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