

2 July 2018

ICELAND SHOWS APPRECIATION FOR EMERGENCY SERVICES WITH 10% SUMMER DISCOUNT OFFER

As a thank you to the UK's everyday heroes, Iceland is offering an exclusive 10% discount¹ to all those working for the NHS, Police, Fire Service, Ambulance, HM Coastguard and RNLI, when they shop at one of its stores between Monday 2 July and Sunday 29 July 2018.

Iceland hopes this special 'thank you' discount will help those working in the emergency services, who work tirelessly around the clock, to enjoy their summer that little bit more. All they need to do is show their photographic ID.

Sir Malcolm Walker, Iceland's Founder, said: "On the 70th anniversary of the NHS's founding, we felt it was appropriate to honour the hard work our emergency services undertake all year round. I'm forever grateful for their commitment and dedication to the people of Britain – they are the ones we rely on when the going gets tough.

"Here at Iceland, we feel the utmost respect for them all and would like to offer 10% discount on everything they buy at Iceland and The Food Warehouse stores for four weeks, starting on Monday 2 July.

"I do hope that our discount helps those that keep us safe and well to relax over the summer and enjoy the sunshine with their loved ones."

Additionally, those who take advantage of the discount in July and use their bonus card in the same transaction will then unlock a further 10% discount when shopping with ID between 3 August and 2 September. Those who haven't registered for a Bonus Card will be provided with a limited edition blue card in store to be registered before 29 July.

For more details, including terms and conditions, please visit iceland.co.uk/emergency-services (live from Monday 2 July).

For more information please contact:

Weber Shandwick iceland@webershandwick.com (0161 240 9021)

ABOUT ICELAND

Iceland is recognised as the leader in frozen food with over 900 stores in the UK. The company prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled and frozen food and groceries.

For the last three years Iceland's nationwide online shopping service has been named the UK's best in the Which? supermarket survey, and for more than 20 years Iceland has offered a unique, free home delivery service for in-store purchases.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices.

With the Power of Frozen at its heart, Iceland naturally generates low levels of food waste. The company is also known as a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label products. It has ranked as one of the UK's Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014.

In 2018 Iceland committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own brand products by the end of 2023.

ⁱ Terms and conditions apply. Simply show a valid Emergency Services photographic ID in store.