

PRESS RELEASE

TUESDAY 20 NOVEMBER 2018

**ICELAND FOODS CHARITABLE FOUNDATION AND SURFERS AGAINST SEWAGE LAUNCH MAJOR
NATIONAL PARTNERSHIP
TO EMPOWER AND REWARD PLASTIC-FREE COMMUNITIES**

- **Iceland Foods Charitable Foundation (IFCF)** and national **marine conservation** charity **Surfers Against Sewage (SAS)**, announce a **new two year partnership** to grow the ‘Plastic-Free Communities’ movement and take the fight against avoidable single-use plastic into new communities across the UK
- The partnership will support three areas:
 - The award-winning ‘**Plastic-Free Communities**’ campaign which will see IFCF and Surfers Against Sewage (SAS) expand efforts across coastal, rural and urban areas across the UK
 - A **Big Spring Beach Clean: Summit To Sea** to take place in **April 2019 and 2020**, which will empower **100,000 community volunteers** to tackle plastic pollution and litter. This will be the first time the clean series has incorporated mountain and street cleans, alongside rivers and beaches
 - The first ever **Plastic-Free Community Awards**, to recognise, reward and celebrate those leading the fight to reduce and eliminate avoidable single-use plastics which will take place in November 2019

Building on the success of SAS’s award-winning ‘Plastic-Free Communities’ initiative, the new partnership will further galvanize individuals, small businesses, local government, schools and community groups to take action to reduce their collective single-use plastic footprint and reduce their impact on the local environment.

The ‘Plastic-Free Communities’ pilot initiative was launched by SAS in 2017 as a community led initiative to free where we live from avoidable single-use plastic. The initiative has received overwhelming support from over 400 communities across the UK, all of which have signed up to take action and reduce the amount of single-use plastic in their towns, cities, rural and coastal spaces. Plastic-Free Communities activity is taking place in a wide and diverse range of locations including Aberystwyth, Chester, Penzance, Hackney, Camden and Brighton.

As part of this movement, the partnership will expand one of the UK’s largest ever environmental ‘clean-ups’, the Big Spring Beach Clean, to include mountain and street cleans, alongside hundreds of rivers and beaches. The Big Spring Beach Clean: Summit to Sea will take place in April 2019 and 2020, and will tackle plastic and litter in at least 1,500 communities with the support of over 100,000 volunteers.

The partnership follows Iceland's commitment at the beginning of 2018 to be the first retailer globally to commit to removing plastic from all own label food products by the end of 2023.

To recognise individuals and organisations leading the way in the fight against avoidable single-use plastic, the partnership will also see the launch of the UK's first ever **Plastic-Free Community Awards**. Taking place in **July 2019 and 2020**, the awards will celebrate individuals, local businesses, artists, schools, campaigners, volunteers and other champions tackling the scourge plastic pollution.

Richard Walker, Trustee of the Iceland Foods Charitable Foundation and Managing Director of Iceland Foods said: "Iceland Foods Charitable Foundation and Surfers Against Sewage are passionate about tackling the scourge of plastic head on and we know that momentum is building in communities across the UK. Iceland has a presence on high streets up and down the country so it seems only fitting that we should engage at a community level, encouraging individuals and organisations to join us as we move towards fulfilling our own plastics commitment."

Hugo Tagholm, Chief Executive of Surfers Against Sewage said: "We are delighted to be partnering with the Iceland Foods Charitable Foundation to expand and celebrate the Plastic-Free Communities movement across the UK. Together, we'll be empowering 100,000 community volunteers to tackle plastic pollution and litter in important local spaces including beaches, coastal paths, mountains, rivers, rural and urban areas.

"We'll also be celebrating the achievements of the finest plastic-free pioneers across the UK, with the first ever Plastic-Free Community Awards, which will recognise those most committed to the fight for a plastic-free future."

Mountaineer and explorer Kenton Cool said: "The outdoor community has truly acted as a great catalyst for change. If we don't take action against plastics now, it will be too late and I'm excited to see this new partnership further mobilise communities to make a difference in their local area."

The announcement was marked with a screening at Kendal Mountain Festival of a short film made by Richard Walker and mountaineer and adventurer Kenton Cool. At the Festival Iceland and SAS also hosted a panel debate on plastics and the impact of plastic pollution on the environment.

Iceland and SAS previously partnered earlier this year to launch Bread Board beer, a pale ale made from Iceland's unsold bread. Iceland donates 10p from each bottle sold to the charity to help fund UK beach cleans and other initiatives that champion the reduction of avoidable single use plastic consumption.

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About Iceland Foods Charitable Foundation (IFCF)

The IFCF has donated well over £20m to good causes in the UK in the last 20 years. Since 2010 it has focused principally on fundraising for dementia research, donating £10m to UCL Dementia Research to help fund construction of the London hub of the new UK Dementia Research Institute, more than £3m to Alzheimer's Research UK, and over £1m to the Alzheimer's Society and Alzheimer Scotland. Other major donations have included £3 million to Alder Hey Children's Hospital, over £1.5 million to Help For Heroes, and more than £0.8m to Prostate Cancer UK.

For more information about the Iceland Foods Charitable Foundation and the many good causes it has supported over the years, please go to <http://www.ifcf.org.uk/>

About Surfers Against Sewage (Charity Number 1145877)

Surfers Against Sewage is a national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect oceans, beaches, waves and wildlife.
www.sas.org.uk

Plastic Free Communities is an ambitious community initiative designed to unite and empower individuals, small businesses, local government and community groups to reduce their collective plastic footprint and protect the environment together. Driven by inspirational local volunteers, we are building a new and exciting community movement tackling single-use plastics and plastic litter in our villages, towns, cities and rural locations. This highly inclusive initiative, created for all ages and backgrounds, is designed to get the whole community active and do something positive to reduce the amount of plastic in the local environment. We believe that united communities lead to cleaner beaches, streets, parks and riverbanks.

We're creating the Plastic Free Community network to free where we live from single-use plastic.. Wherever you live, whether you're on shore or inland, urban or rural, high-tide or high-rise, we're uniting communities in the fight against single-use plastics. It's not about removing all plastic from our lives. It's about kicking our addiction to avoidable single-use plastic, and changing the system that produces it and recycles it.