

## Iceland Community Heroes Honoured by the Queen for their Service to the Community During Covid-19

Congratulations to Iceland Home Delivery Divers **Adam Smith and Toni Salmon** who have been recognised in **Her Majesty the Queen's Birthday Honours List**.

Our two key worker colleagues will receive a **BEM (British Empire Medal)** for their exceptional service to Iceland customers and the communities we serve.

Recognised for providing a vital lifeline to some of Iceland's most vulnerable customers during the Covid-19 pandemic, Adam and Toni went above and beyond during the peak of the crisis.

Adam, from Iceland Rustington, and Toni, from Iceland Monmouth, were awarded for their dedication to and commitment to their communities by conducting check in calls, collecting shopping lists, and delivering essential supplies to those in need.

Surprised and delighted to receive the honour, Adam, pictured below, said "I started with Iceland last year in June after moving into the area from Watford. I was very shocked to be nominated and absolutely amazed to hear from the Cabinet Office to tell me that I was to receive the award. My family are very proud of what I have achieved, and when I told my father he was beaming with pride, even more so because he received a similar award over 25 years ago. I am so pleased that I was able to serve my community and give help to people when they had no one else to turn to."



His commitment is evidenced by the many letters of gratitude received by the store expressing thanks for both the practical help and kindness Adam showed to them.

Iceland Rustington customer Mrs. Haines said "It's such a relief that Adam has helped in this way. The burden and worry have been taken off our shoulders. I wish there were more people in the world like Adam, I can't express in words how truly grateful we are to him".

Toni not only supported vulnerable Iceland customers during the pandemic, but also committed time to volunteering as a Commanding Officer for the Sea Cadets throughout the crisis.

Alongside offering exceptional service to the Monmouthshire community, she dedicated time to teaching her local cadets through online video calls – determined to help them achieved their qualifications despite the lockdown.



Toni, pictured above, was taken by surprise when she received the letter, confirming her award, and said "I was shocked when I found that I had been nominated but I love my job and Sea Cadets so will always put in the work for them."

"Toni has done the store and our company proud, a real role model for everything we would expect from an Iceland colleague. Well done Toni!" commented Iceland Area Manager, Mark Onens.

Iceland Regional Manager Andy Webb said "It's been a very tough few months for us in retail - however, there are so many inspirational examples of how colleagues have been heroes to our local communities. Adam and Toni represent the best of Iceland and are two incredible colleagues who have gone above and beyond during this difficult time. Well done to them both. I am extremely proud that their dedication and bravery has been recognised in this way.

Iceland MD Richard Walker said “massive congratulations” and “couldn't be any prouder” of medal winners Adam and Toni; two out of 28,500 Iceland keyworker colleagues who continue to serve our communities during the Covid-19 pandemic.

***ENDS***