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ICELAND DONATES PROCEEDS OF WELSH CARRIER BAG LEVY TO ALZHEIMER'S RESEARCH UK

Iceland Foods has raised a total of £139,277.02 from the sale of carrier bags in its stores in Wales since the introduction of a 5p levy on single-use carrier bags by the Welsh Government on 1 October 2011.

The money raised has been donated to Iceland's Charity of the Year, Alzheimer's Research UK, to support world-class dementia research in Wales.

In the six months following the introduction of the levy of 5p per bag (including VAT), Iceland sold a total of 3,341,103 bags through its stores in Wales. This represented a reduction in carrier bag usage of approximately 77 per cent.

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