

4 June 2013

ICELAND CELEBRATES CHARITABLE FOUNDATION LAUNCH WITH £875,000 CHEQUE PRESENTATIONS

Iceland Foods celebrated the official launch of the **Iceland Foods Charitable Foundation** with a fabulous Summer Garden Party on Sunday, 2 June, which attracted some 800 Iceland colleagues, friends and family from around the country to the Cheshire home of Iceland's founder, Chairman & Chief Executive Malcolm Walker.

Malcolm invited his Garden Party guests to tour his outstanding gardens, enjoy a wide variety of food and drink, take part in a range of fun family activities, hear a performance by Iceland's own choir and witness a spectacular descent by the Army's Red Devils parachute display team. The event also raised £12,000 for the Iceland Foods Charitable Foundation.

During the afternoon Malcolm was pleased to present a cheque for £850,723 from the Foundation to Rebecca Wood, Chief Executive of **Alzheimer's Research UK**, the principal good cause supported by Iceland and its people since 2011, and a further cheque for £25,000 to Arvind Chandna of **Vision4Children**.

Malcolm Walker explained: "Raising money for good causes has been a key part of our corporate life for more than 40 years now. We were a founder member of the Per Cent Club way back in 1986 and are proud to have given well over £10 million to charities since then, with major beneficiaries including Alder Hey Children's Hospital, Alzheimer's Research UK, Help for Heroes and Prostate Cancer UK.

"This year we are launching our **Iceland Foods Charitable Foundation** to our people and the wider public with the aim of making it the focus of all our fundraising efforts from now on. We hope that this will enable us to raise even more money and support a wider range of good causes, including those of particular importance to our colleagues in stores right around the country.

"This year in total we have raised over £1 million for **Alzheimer's Research UK**, including the proceeds of the Welsh carrier bag tax which have been used to support the work of ARUK in Wales. This brings our total raised for the excellent

work of ARUK in fighting dementia across the UK to more than £2.2 million over the last two years, and we hope to raise a further £1 million for them in our current financial year to March 2014.

“In February 2013 we also donated more than £100,000 to another long standing charity partner, **Prostate Cancer UK**, bringing our total support to them over the last five years to more than £525,000.

“**Vision4Children**, based at Alder Hey in Liverpool and dedicated to tackling childhood blindness and visual impairment worldwide, is a charity we are very pleased to support for the first time this year. We hope that the growth and development of our Charitable Foundation will enable us to give even more support to this and similarly deserving causes in the years ahead.”

Enquiries:

Keith Hann, Iceland Foods PR adviser

01244 842228 / 07831 521870

NOTES TO EDITORS:

For further information on **The Iceland Foods Charitable Foundation**, please contact Yvette Gillott (yvette.gillott@iceland.co.uk).

For further information on **Alzheimer’s Research UK**, please visit www.alzheimersresearchuk.org

For further information on **Vision4Children**, please visit www.vision4children.org.uk

About Iceland’s charitable giving:

Iceland Foods and the Iceland Charitable Foundation have donated more than £10 million to charity since 1986, with major beneficiaries including Alder Hey Children’s Hospital, Help for Heroes, Alzheimer’s Research UK, Petö UK and Prostate Cancer UK. Funds are raised by Iceland’s people and customers in the company’s annual charity week in August each year, and through an annual Charity Golf Day in September. Iceland has also raised money through its sponsorship of epic adventures such as the Iceland Everest Expedition of 2011 and In the Footsteps of Legends: The Iceland Antarctic Expedition of 2012.