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## **ICELAND GIVES £1 MILLION TO THE ROYAL BRITISH LEGION**

Iceland Foods has fulfilled its pledge to donate £1 million to The Royal British Legion (RBL), through the Iceland Foods Charitable Foundation, on the conclusion of its charity partnership with the Legion for the company's financial year 2014/15.

The partnership was launched in August 2014 to mark the hundredth anniversary of the outbreak of World War One. Iceland staff immediately went into overdrive in their annual fundraising Charity Week in stores and at head office, creating a huge range of events ranging from the sale of homemade cakes and loom bands to runs, climbs and sky dives. Among the more eye-catching colleague initiatives were bike rides from Land's End to John o'Groats, and from London to Paris, and a walk from London to the Menin Gate in Ypres.

A further substantial contribution to fundraising was made by the annual Iceland Charity Amateur Golf Classic event held in September.

Iceland has focused the bulk of its support on two specific Legion initiatives. The first is the Battle Back Centre, Lilleshall, in the West Midlands, which each year helps 600 wounded, injured and sick Army, Navy and RAF personnel to make the best possible recovery through participation in adaptive sports and adventurous training activities. The activities are designed to increase self-confidence, improve motivation and to develop a positive mental attitude that will help participants either to return to duty or to make a new life for themselves outside the forces.

The second is the Legion's Poppy Calls handy van service, which helps veterans and their dependents by undertaking small household repairs and minor adaptations in their homes.

**Charles Byrne, The Royal British Legion's Director of Fundraising**, said: "We are incredibly grateful to Iceland employees and customers for reaching the £1 million pledge. This generous donation will help us continue to support members of the Armed Forces, past and present, and their families through our Poppy Calls Handy Van service and The Battle Back Centre, both of which deliver vital support to

our beneficiaries. We want people to know we're here to assist all year round, and with Iceland's help we have been able to do just that."

**Nick Canning, Joint Managing Director of Iceland Foods and Chairman of the Iceland Foods Charitable Foundation**, said: "The Legion was a great charity partner for us last year, as the World War One centenary highlighted the continuing debt we owe to our servicemen and women. It certainly inspired our colleagues to come up with some really inventive fundraising ideas, which were generously supported by our own people and our wonderful customers. We are really grateful to all of them, and to the suppliers who turned out in force to support us on our Golf Day, for helping us to meet our targets and deliver on our pledge to this truly great cause."

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/>

For more information about The Royal British Legion and its work, please visit [www.britishlegion.org.uk](http://www.britishlegion.org.uk)

**ENQUIRIES:**

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