

12 June 2015

ICELAND CHARITY AIMS TO MAKE LIFE BETTER FOR KIDS

Iceland is breaking with tradition by supporting three charities through its Iceland Foods Charitable Foundation in 2015/16, instead of its usual single charity partner. All three good causes share a commitment to making life better for vulnerable children.

The three organisations Iceland has chosen to help this year are:

The Children's Food Trust, a national charity dedicated to protecting children's right to eat better and so do better. With support from Iceland, the Trust will work with children in foster care and residential homes across the UK to teach the importance of nutritious food and help them develop hands-on cookery skills, so that they can benefit from a healthy diet for the rest of their lives. The Children's Food Trust has already helped more than three million children and their families to cook and eat healthier, tastier meals through its Let's Get Cooking programme since it was launched in 2007. Cooking not only helps children to eat better but also to achieve more both socially and academically, by improving their diet, helping them to grow in confidence and self-esteem, and developing relationships and social skills. Iceland feels that it is particularly important to offer this potentially life-changing opportunity to vulnerable children in care.

NYAS (National Youth Advocacy Service) is a national charity which provides support and legal representation to children, young people and vulnerable adults in England and Wales. NYAS works with children and young people who might be in care, care leavers, disabled or who suffer from mental illness. The children helped by NYAS are extremely vulnerable and they might be being bullied, sexually exploited or being moved from care home to care home. At the core of NYAS is the NYAS National Helpline. In 2014, the Helpline received 20,000 calls from across the UK – a third of the children who contacted the helpline were under ten years old. Iceland will provide funding for NYAS's National Helpline, enabling it to expand the team taking calls and extend the hours the line can stay open.

When You Wish Upon A Star, a national charity dedicated to granting wishes for children with life threatening or terminal illnesses. Iceland will fund a Winter Wonderland break for up to 50 families at Center Parcs in December.

Nick Canning, Joint Managing Director of Iceland Foods and Chairman of the Iceland Foods Charitable Foundation, said: “We like to support charities that our people, customers and suppliers can relate to, and also ones where Iceland can make a big difference by raising public awareness as well as money. All three of the charities we have chosen to support this year are doing great work for vulnerable children, and our support will be targeted on specific projects designed to make their lives better here and now. I am sure that the whole Iceland family will rally round to support these great causes, helping to ensure that we can make a real difference to the lives of these truly deserving kids.”

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 this year’s chosen charities, please visit:

The Children’s Food Trust: <http://www.childrensfoodtrust.org.uk/>

NYAS: <https://www.nyas.net/>

When You Wish Upon A Star: <http://www.whenyowishuponastar.org.uk/>

ENQUIRIES:

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