

5<sup>th</sup> May 2010

- Start -

## **N'ICE WORK ELLIE!**

A mum of two from Bristol has bagged herself first place and £25,000, in the nationwide search for a New Face of Iceland!

Eleanor Taylor, or Ellie to most, competed against thousands of entries to make it to a live audition in London with judges, Coleen Nolan the previous face of Iceland, and the CEO and founder Malcolm Walker. Seven finalists were then put to an online vote to see who the public wanted to win and their votes, when combined with the judges' revealed Ellie as the winner.

As a busy working mum of two boys Sam and Luke, juggling family life and hectic meal planning is the norm to her. Plus her partner has three children, so there is always something happening in her household; like the company slogan says, 'so that's why mums go to Iceland'.

Throughout the judging stages Ellie has impressed the New Face of Iceland Facebook fans with her poems...

I'M NOT SEARCHING FOR GLORY AND FAME.....I'M NOT JUST TRYING TO MAKE A NAME.....I JUST WANT TO BE THE ICELAND MUM.....AND TELL SHOPPERS WHERE TO COME!

She has always dreamed of being on TV, so is delighted to have won the coveted prize to work with the frozen-food giant in their marketing campaigns and other initiatives.

'Ever since I was ten years old I've wanted to be on the TV and being a massive Iceland fan too means this is perfect for me! I practically live in my local Iceland store and find that their food is great for all my family and helps make mealtimes easy to plan and cook.

'I'm really excited about playing my part in their advertising and anything else we do together, it's the experience of a lifetime. I'm thrilled to bits!'

Ellie was doing a normal days work at Specsavers in Nailsea when the Iceland team walked in unexpectedly and surprised her with the news that she was the New Face of Iceland winner. Nicholas Johns, the Stores Director of



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Nailsea Specsavers gave Ellie the rest of the day off to celebrate with Iceland and her family. An excited Ellie did a walk-around of the local shops and everyone came outside to cheer her on. Children at the local school also joined in the celebrations with a confetti shower!

Nick Canning, marketing director commented 'We have been overwhelmed with the fantastic response from our customers. We had some great entries and thoroughly enjoyed meeting all of the lucky people who braved the auditions. Each of the seven who went through to the public vote were worthy finalists.

'We are developing some exciting plans for the rest of the year and we are all really looking forward to working with Ellie across all areas of our business.'

The other six finalists in the competition were each rewarded with £500 to spend in their local Iceland. The company has suggested that they are considering an opportunity to work with all of the finalists at some point.

Contacts:

Sarah Chadwick, Iceland Foods 07956 081 402

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