



30 November 2010

## **ICELAND GIVES £100,000 TO PROSTATE CANCER CHARITY**

The Iceland Foods Charitable Foundation has today donated £100,000 to The Prostate Cancer Charity. This continues Iceland's long-standing support for the UK's leading charity dedicated to raising awareness of prostate cancer, funding research and supporting people affected by the disease.

The £100,000 was raised by staff and customers in Iceland's 31 Northern Ireland stores during the company's annual charity week in August and by participants in Iceland's annual charity golf day in September. The donation brings Iceland's total contributions to The Prostate Cancer Charity over the last three years to more than £300,000.

Iceland also recently presented £1.5 million to its Charity of the Year for 2010/11, Help for Heroes, and has previously raised £3 million for the Alder Hey Children's Hospital Imagine Appeal.

Iceland Chief Executive Malcolm Walker said: "It isn't just mums who go to Iceland, and we are delighted to continue our support for the excellent work that The Prostate Cancer Charity does for those suffering from the most common cancer among men in the UK: providing information, offering support to those diagnosed with prostate cancer and their families, and funding research into the causes, treatment and prevention of the disease."

### **ENQUIRIES:**

**Iceland Foods**

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