

ICELAND PLEDGES FURTHER SUPPORT FOR THE MOST VULNERABLE DURING COVID-19 CRISIS

- *Iceland Foods Managing Director, Richard Walker, is calling on customers to help support the National Emergencies Trust, using Iceland's channels to reach millions*
- *Iceland is continuing to support vulnerable and elderly people with its dedicated opening hours during the health crisis, and has now launched exclusive hours for NHS staff*
- *The Iceland Foods Charitable Foundation has made an urgent donation of £150k to Age UK specifically to support older people during the crisis*

Iceland Foods has today announced its next steps in supporting the most vulnerable, as the effects of the Covid-19 crisis continue to take hold.

Last week, Iceland was the first supermarket to announce dedicated hours for the elderly and the vulnerable, and the retailer announced exclusive hours for the NHS over the weekend.

Today, Iceland is opening up a means for customers and members of the public to support people in need, in response to overwhelming demand from the public to do so. The retailer will be encouraging donations to the National Emergencies Trust, set up with the support of major charities. The National Emergencies Trust is raising vital funds for the people most affected within our communities. By supporting local charities they will get help to the most vulnerable people, ensuring they are cared for and supported.

Iceland has seen a surge in enquiries from customers seeking ways to help their local communities. To ensure support goes to those who truly need it, Iceland will be using its homepage to enable shoppers to donate to the National Emergencies Trust, reaching its millions of customers with the call to action.

Iceland will be including a donate banner on its homepage and links via its social media channels to ensure it's as easy as possible for customers to show their support for the National Emergencies Trust during the current Covid-19 crisis. The retailer will also email its customers with details of how to donate, further supporting in signposting to the appeal.

The Iceland Foods Charitable Foundation has already donated £150k to Age UK's Emergency Coronavirus Appeal during the current health crisis as older people find themselves some of the worst hit within our communities. The charity is seeking £10 million in donations to ensure it can continue to deliver its vital services. The donations will help support Age UK's national telephone friendship and advice line as well as front-line local Age UK support including food packages for older people.

Richard Walker said: "The National Emergencies Trust is raising vital funds for those most affected, and its work will support local charities to help the most vulnerable people and ensuring they are cared for. They need our help at this unprecedented time and we are proud to be supporting.

“We have seen an overwhelming level of support and goodwill from our customers over the past few weeks, with many asking us how vulnerable groups in their communities can be helped. As well as donating where possible, we continue to ask our customers to support us by adhering to our priority and exclusive shopping hours, and acting with kindness and respect when visiting our stores.”

For more information about Iceland Foods Charitable Foundation and the action the retailer is taking to support elderly and vulnerable people during the Covid-19 outbreak, please visit www.Iceland.co.uk

To find out more about Age UK’s £10 million emergency Coronavirus Appeal, please visit: <https://donate.ageuk.org.uk/public/donate.aspx?content=coronavirus>

To donate to the National Emergencies Trust, please visit: <https://uk.virginmoneygiving.com/IcelandCoronavirusAppeal>

ENDS

NOTES TO EDITORS

For more information or to request a sample, please contact: Iceland@webershandwick.com (0161 238 9400)

ABOUT ICELAND

Iceland is recognised as the UK’s leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family’s weekly shop, as well as meet everyone’s daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours including being named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, best UK supermarket for customer service in the 2018 UK Customer Satisfaction Index, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland’s online shopping service was also named the UK’s best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK’s Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices, while naturally generating low levels of food waste.

Research conducted by Sheffield Hallam University suggested that switching to frozen food can reduce household food bills by as much as £250 a year.

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and nonessential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.

ABOUT THE ICELAND FOODS CHARITABLE FOUNDATION

The IFCF has donated well over £27 million to good causes in the UK in the last 20 years. Since 2010 it has focused principally on fundraising for dementia research, donating £10 million to UCL Dementia Research to help fund construction of the London hub of the new UK Dementia Research Institute, more than £4.5 million to Alzheimer's Research UK, and over £1 million to Alzheimer's Society and Alzheimer Scotland. Other major donations have included £3 million to Alder Hey Children's Hospital, over £1.5 million to Help for Heroes and £1 million to Prostate Cancer UK.

ABOUT AGE UK

Age UK works with our national partners, Age Scotland, Age Cymru and Age NI and local Age UK partners in England (together the Age UK Family). It also works internationally for people in later life as a member of the DEC and with its sister charity Help Age International.

Age UK believes that everyone should have the opportunity to make the most of later life, whatever their circumstances. The charity provides free information, advice and support to over six million people; commercial products and services to over one million customers; and research and campaign on the issues that matter to people in later life. Its work focuses on five key areas: money matters, health and well-being, home and care, work and training and leisure and lifestyle.

Age UK is a charitable company limited by guarantee and registered in England (registered charity number 1128267 and company number 6825798). Age Concern England and Help the Aged (both registered charities), and their trading and other associated companies merged on the 1st April 2009. Together they have formed the Age UK Group ("we"). Charitable services are offered through Age UK and commercial products are offered by the Charity's trading companies, which donate their net profits to Age UK (the Charity).