

## PRESS RELEASE

### THE ROTHESAY FOUNDATION DONATES AN ADDITIONAL £1 MILLION TO SUPPORT PENSIONERS IN NEED

**22<sup>nd</sup> August 2022** – The Rothesay Foundation has today provided an additional £1 million of funding to its [‘Summer Cheer’](#) campaign with Iceland Foods.

After launching on 3 August 2022 with an initial £1 million, the additional funding will give a further 40,000 pensioners, who rely solely on a state pension and benefits, a £30 voucher for food and other essentials. The campaign will now be able to support over 80,000 eligible pensioners who are living in need with a voucher.

The ‘Summer Cheer’ campaign will continue to be available in 269 Iceland stores based in 17 areas nationwide which have been identified as having some of the highest numbers of pensioners living in material deprivation in the country.

Along with the vouchers, the campaign will also continue to provide Age UK’s information guide on financial advice following research showing that, despite record levels of poverty, over 770,000 pensioner households are still missing out on Pension Credit payments - worth £1.5 billion every year.

Eligible pensioners should call the ‘Summer Cheer’ freephone hotline on 0800 098 7877 to request their voucher. The telephone line will be open from 9am to 5pm, Monday to Friday.

The hotline will remain open until 16<sup>th</sup> September, even if all 80,000 vouchers have been issued before that date, in order to register eligible callers’ contact details for future campaigns.

**ENDS**

## NOTES TO EDITORS

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\* Excludes Alcohol and tobacco (Iceland doesn’t sell tobacco)

## 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 include being awarded Retail Innovation Product of the Year, Best New Centre Plate, and Best New Pizza / Savoury Bread Product by the British Frozen Food Federation in 2020. The supermarket was also named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, 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. Iceland was also named best UK supermarket for customer service in the 2018 and 2019 UK Customer Satisfaction Index.

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 Manchester Metropolitan University suggested that switching to frozen food can reduce household food bills by as much as £1500 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 ROTHESAY FOUNDATION**

The Rothestay Foundation was established in 2019 by Rothestay, the UK's largest specialist pensions insurer. The Foundation's mission is to help secure and improve the quality of life of older people in need in the UK, enabling them to live their lives in a happy, safe and fulfilling way. The Foundation partners with charities and other organisations to make this possible, helping them to deliver their vital work in this area.