



**FOR IMMEDIATE RELEASE**

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## THE NORTH EAST COMES TOGETHER TO SUPPORT MAGGIE'S AT GLITTERING CHARITY BALL

Following the shocking revelation that one in two of us will now be diagnosed with cancer at some point in our lifetime\*, Gateshead-based Primula Cheese joined forces with a whole host of businesses from the North East and beyond last weekend (13<sup>th</sup> September) to raise a whopping **£15,000** for Maggie's Centre in Newcastle.

Hosted by Primula managing director, Paul Lewney, the glittering Primula Charity Ball, which was attended by more supporters than ever before, raised its highest ever total through donations, ticket sales, an auction, raffle and tombola.

With more and more people being affected by cancer, Maggie's was chosen by the Primula charity committee as this year's ball beneficiary. Maggie's has supported thousands of patients across the North East, including those employed by and connected with Primula and its parent company Kavli.

Maggie's provides free practical, emotional and social support to people with cancer and their family and friends. Its 22 centres across the country are staffed by cancer support specialists, benefits advisors, nutritionists, therapists and psychologists, all providing supported bespoke to the individual.

Maggie's in the North East is raising funds for a planned extension to its centre at the Freeman Hospital in Newcastle to give additional capacity for the increasing demand on its services.

Linda Boon, development chef at Primula's sister company Castle MacLellan, who has been supported by Maggie's over the past twelve months, commented: "It's fantastic that Primula has chosen to support Maggie's at this year's ball. I've seen first-hand exactly how vital its services are.

"When I received my diagnosis last year, I was in a state of shock and didn't know where to turn. Maggie's helped me to come to terms with my diagnoses and helped prepare me mentally for the battle ahead. It gives you routine; it's somewhere to get up and get dressed for in the morning and is a good place to meet people in similar circumstances to understand how others have coped. Visiting the centre really was like a break from hospital, without actually leaving the hospital.

"The money raised on the evening will make such a difference to people going through a really tough time and I'm so proud to work for a company that supports causes like this."

The money raised at the Primula Charity Ball follows a donation of £24,000 made to Maggie's last Christmas as part of its annual site briefing.

Paul Lewney, managing director at Primula Cheese, said: "Charity is at the heart of everything we do at Primula and it's thanks to the hard work of our staff here in Gateshead and across the UK that we have been able to raise not only thousands of pounds at our ball, but an overall total of £39,000 for such a great cause.

"Unfortunately, cancer is something that most of us have been affected by, whether that's a personal experience, or something we've seen our friends, family and colleagues experience. Maggie's staff do a wonderful job at giving respite to people who are on that journey and showing that you absolutely can *live* with cancer, including some of our colleagues here at Primula and Kavli, and we're delighted to be able to support that invaluable work."

Marissa Magee, Fundraising Manager at Maggie's, added: "We are absolutely thrilled to be Primula's chosen charity for its annual ball. Maggie's is for everyone affected by cancer, including their family and friends. Everything at Maggie's is funded by the local community so donations like this are vitally important."

Primula Cheese is part of the Kavli Group, which is owned by the charitable Kavli Trust. Each year, profits from all Kavli Group businesses are donated to international, national and local

good causes through the Kavli Trust. In 2018, over £11 million was donated to charities and good causes across the world.

Sponsors and supporters at the Primula Charity Ball included Active Electrical Services NE Ltd, Albéa, Alchemy Media, Complete Material Handling, Graphic Packaging International, Roflow Environmental Engineering, Sanlam Wealthsmiths, Square One Law, Synlab and VBites.

**- Ends -**

For further information, please contact [press@kavli.co.uk](mailto:press@kavli.co.uk) or call 0191 497 0145.

### **Notes to editors**

\*According to [Cancer Research UK](#)

### **About Primula**

Primula is part of the Kavli Group and has been a leading family brand for more than 90 years. Most famous for its cheese tubes, Primula was first created in 1924 and is now the only spreadable cheese produced in the UK.

The squeezable cheese range consists of Original Cheese, Cheese 'n' Chives, Cheese 'n' Ham, Cheese 'n' Prawns, Cheese 'n' Smoked Salmon, Cheese 'n' Jalapeños, Cheese 'n' Paprika, Cheese 'n' Peri Peri and Light Cheese. Primula also has a range of tubs and dips.

The Kavli Group is owned by the Kavli Trust, a charitable organisation based in Norway which supports humanitarian work, research and culture in the UK and around the world.

In the UK, the Kavli Group also owns St Helen's Farm, the UK's largest goats' milk producer, and Castle MacLellan, renowned for its high-quality range of pâtés.