



FOR IMMEDIATE RELEASE

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LOVE TO SHARE: GATESHEAD-BASED PRIMULA CHEESE SURPRISES TWO NORTH EAST CHARITIES WITH THOUSANDS OF POUNDS

Another two charities in the North East received a surprise gift today (6 March) as they were presented with a combined donation of **£35,000** by Gateshead-based cheese manufacturer Primula, bringing the company's total donation to local charities to **£102,000** in the last three months.

4Louis and **The Cheesy Waffles Project** were both invited into Primula's Team Valley head office in Gateshead for what they thought was a pitch to colleagues to be in with a shot of securing funding.

Unbeknown to them, Primula employees had already voted for their winning charities and representatives were instead invited to the company's Spring Briefing where they were each presented with a cheque.

Sunderland-based charity 4Louis, which works across the country to support those affected by miscarriage, stillbirth and the death of a baby or child, was the first to be surprised with a donation. £20,000 was given to enable the charity to provide memory boxes up and down the country, to go towards providing specialist bereavement rooms at local hospital and to purchase specialist equipment like 'cuddle cots' and 'cuddle blankets'. These are designed to allow families to spend some time with their child in a comforting environment, without the need to visit a mortuary or sit in a cold room.

The Cheesy Waffles Project was also surprised with a donation for £15,000. The project delivers clubs and activities for young people aged 7 – 35 with learning disabilities to attend in their leisure time. It encourages young people to engage in community work in a bid to raise their self-esteem and confidence while at the same time raising the profile of the young people in their community. The money received will go towards 'The Skills House'; a project that aims to see Cheesy Waffles Project purchase a 3-bedroom property in Durham that would offer personal residential opportunities, develop one-to-one support and enhance its current 'Skills for Life' training.

Louis' grandparents, Bob and Tracey McGurrell were at the Primula site on behalf of 4Louis to collect the donation. Bob said: "I am so shocked and overwhelmed to have received this donation today. The money kindly given by Primula will fund much needed equipment, training and services that will make a huge difference to those affected by the death of a child. On behalf of all of those families I'd like to say a massive thank you to everyone at Primula."

Erika Denholm, Manager at Cheesy Waffles Project, added: "I am absolutely blown away by Primula's generosity today; I didn't expect that at all. The money we've received will go such a long way in helping us continue to support young people across the region. We couldn't do it without the support we receive."

Primula is part of the Kavli Group, which is fully owned by the charitable Kavli Trust, based in Norway. Each year all profits that aren't reinvested into the business are donated to humanitarian, research and cultural charities and causes in the UK and around the world. To date, over £10 million has been donated to causes by the Trust, with almost £1 million of funding currently supporting projects in the North East.

Presenting the charities with cheques was Primula managing director Paul Lewney. Paul commented: "At Primula, we love to share. We work hard each year to ensure we can share our profits with local charities; it's what drives each and every one of us here. Being able to deliver a fantastic surprise to such incredibly worthy causes really makes all of the hard work worth it.

"We collectively chose these charities knowing what a difference it will make to lives across the North East and we hope that the donations will help them to continue delivering invaluable work into the future."

The donations follow three that were made in December at Primula's Christmas briefing. St Bede's Palliative Care Unit received £25,000 to fund a brand-new therapy room and redesign of the garden at its site at the Queen Elizabeth Hospital in Gateshead; South Street Community Primary School in Gateshead received £22,000 for a full replacement of its play area which is already being enjoyed by pupils; and Jack's Journey received £20,000 towards the purchase of a new caravan in the North East to help it extend the services it offers to families.

- Ends -

For more information, please contact press@kavli.co.uk or call 0191 497 0145.

Notes to editors

About 4Louis

4Louis is a UK charity that works across the country to support anyone affected by miscarriage, stillbirth and the death of a baby or child. It also works to improve the care bereaved families receive from health care and other professionals.

4Louis was founded by Louis' family in 2009 who found that there was very little access to support and memory-making following Louis being stillborn at 38 weeks. Since then 4Louis has grown but parents who have experienced miscarriage, stillbirth or the death of a baby or child are still at the core of everything it does.

4Louis' services are available to a wide range of hospital trusts, hospices and professionals who may deal with bereaved families. It provides staff with the tools and equipment to provide excellent care to those families by prompting them to offer the opportunity to capture precious memories, take special photos and give families extra time to spend with their baby or child in a safe, comfortable environment.

About Cheesy Waffles Project

The Cheesy Waffles Project (CIO) – formally Cheesy Waffles Youth Project – is a registered charity for young people aged 7 – 30 with additional needs. Although the project is predominantly for young people with learning disabilities, it is not exclusive to and everyone is welcome.

Cheesy Waffles is a non-profitable project that delivers clubs and activities for young people to attend in their leisure time. All activities are subsidised by grants, donations and fundraising efforts to ensure that everyone can afford to take part and have fun together.

Young people have the chance to take part in residential, trips away, shopping excursions, meals out, sporting activities, cookery programmes and more. This gives them an opportunity to go out without support from their family giving respite to carers but also developing the young people's independent skills.

The Cheesy Waffles Project also encourages young people to engage in community work, making gifts for others, working with local trusts, fundraising for chosen charities and supporting local community projects. This raises their self-esteem and confidence and raises the profile of the young people in their community.

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' 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.