

3 March 2021

Greencore Colleagues Going the Extra Miles for Bluebell Wood

The team at the Greencore food manufacturing site in Kiveton is stepping up to help to raise funds for Bluebell Wood Children's Hospice.

Local food manufacturer, Greencore, has a long-standing association with Bluebell Wood and has, through its sites in Kiveton, Manton Wood and Barlborough, helped to raise thousands of pounds for the local children's hospice in the past decade.

The latest endeavour involves the senior management team at the site committing to walk a massive **three million steps** in the month of March! With 10 members in the team and 31 days available to hit this target, it means each member of the team will need to walk approximately 10,000 steps *every* day this month. This equates to walking the distance between Greencore's depots in Inverness and Plymouth, stopping off at all of Greencore's 16 manufacturing sites throughout the UK.

The team hopes to raise £5,000 for Bluebell Wood through this just-giving fundraising page: <https://www.justgiving.com/fundraising/ashley-booker2>

Commenting on the relationship with Bluebell Wood, Darren Haywood, General Manager at Greencore Kiveton said:

"As a major employer in the region, we know that Bluebell Wood has played a supporting role in the lives of many of our colleagues through the years, and we are immensely grateful for the support they offer to local families.

"We also know that during the COVID-19 pandemic it has been difficult for Bluebell Wood to hold some of its more regular fund-raising activities, which we would normally participate in.

"Therefore, we have decided to go the extra mile ourselves and show our support by taking up this challenge as a leadership team".

Anna Gott, Regional Fundraiser at Bluebell Wood, said:

"We'd like to say a huge thank you to the fantastic team at Greencore for taking on this epic challenge for us.

"Each step the team takes will help raise much-needed funds so we can help the families in our care make the most for every moment together, whether that's weeks, months or years.

"It's been a challenging year for us as a charity, with many of our fundraising events cancelled because of the pandemic, so Greencore's support really will make a huge difference.

"Best of luck everyone – and make sure you're all wearing your comfiest shoes!"

Photo included – suggested caption:

“Greencore’s fundraising efforts will help Bluebell Wood be there for children like four-year-old Rudi, who has a life-shortening condition and loves visiting the hospice to make wonderful memories with his family.”

For further information, please contact:

Michael Evans, Head of Media and Public Relations, Greencore Group plc
E: michael.evans@greencore.com T: 01246 385274

About Greencore

We are a leading manufacturer of convenience food in the UK and our purpose is to make every day taste better. We supply all of the major supermarkets in the UK. We also supply convenience and travel retail outlets, discounters, coffee shops, foodservice and other retailers. We have strong market positions in a range of categories including sandwiches, salads, sushi, chilled snacking, chilled ready meals, chilled soups and sauces, chilled quiche, ambient sauces and pickles, and frozen Yorkshire Puddings.

In FY20 we manufactured 619m sandwiches and other food to go products, 116m chilled prepared meals, and 264m bottles of cooking sauces, pickles and condiments. We carry out more than 10,000 direct to store deliveries each day. We have 16 world-class manufacturing sites in the UK, with industry-leading technology and supply chain capabilities. We generated revenues of £1.3bn in FY20 and employ approximately 12,200 people. We are headquartered in Dublin, Ireland.

For further information go to www.greencore.com or follow Greencore on social media.

About Bluebell Wood

At Bluebell Wood Children’s Hospice, we care for children and young adults with life-shortening and life-threatening conditions. We are currently supporting over 300 families, both in our North Anston hospice and in family homes.

Our support services are wide ranging and bespoke to each family; including end of life treatment and care, respite care, music therapy, counselling, sibling support groups, home visits and much, much more.

It costs £5.1M to keep our doors open for families across South Yorkshire, North Derbyshire, North Nottinghamshire and parts of North Lincolnshire, which is almost £14,000 each day. We receive around 15% of our funding from government sources.