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Produce World helps to spread Rays of Sunshine for Children's Charity

Staff at Produce World Yaxley will raise money during 2014 for Rays of Sunshine Children's Charity. The company is the organic division of the Produce World Group, which is one of the UK's leading growers and distributors of fresh vegetables. The charity will benefit from a variety of activities throughout 2014.

Rays of Sunshine is a national charity which helps children living with serious illness or life limiting disease. The charity aims to grant these children's wishes, no matter how big or small. They also arrange large group trips to attractions for children and their families. There are multiple celebrity ambassadors for this valuable charity such as One Direction, Simon Cowell and Olly Murs which help to raise the profile of the work of the charity.

Employees kicked off the year with a January soup sale in aid of the charity. The soup sale held on 23rd January was a great success selling 60 portions of soup. Simmone Miles, HR Advisor at Produce World said: "Polish goulash, parsnip, pea and smoked ham and Indian chicken soups were all on offer for £1 per cup. Everyone here is really excited to get stuck in to fundraising activities great charity."

Produce World Yaxley is busily putting together a year's worth of activity in support of this worthwhile cause. The team hope to undergo at least one money raising activity per month. The site employees are planning to participate in a World Record Sky Dive in support of Rays of Sunshine this summer. The aim is to complete the most tandem jumps in England in 24 hours.

Simmone Miles continued: "The team is very much looking forward to the summer sky dive challenge. If the money we raise can go some way to improve the life of even one child, then we will be very happy."

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About Produce World

Produce World Group is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe. It is a privately owned business, founded by the Burgess family in 1898, and

the family ethos and values remain in place. The Produce World Group business is customer and category focused and it is an industry leader in sustainable and responsible agronomy, growing and lean supply chain management.

Its sourcing is a combination of produce from its own farming division Burgess Farms, joint-ventures, and collaborative working with dedicated grower groups, supplying a variety of root vegetables, potatoes, brassicas, alliums, and organic produce to leading retailers, food service and manufacturing customers.

In September 2013 Produce World Group featured in primetime TV programme Harvest in a bid to raise consumer awareness of how the nation's food gets from field to fork. The Produce World Group also secured three finalist slots at the 2013 Re:fresh awards for its CSR work, employee engagement and team management. Other successes include winning the Treading Lightly Waitrose Way Award, acknowledging the work Produce World Group does with innovative irrigation techniques.

About Rays of Sunshine

Rays of Sunshine Children's Charity was formed in 2003 to help children who are living with serious or life-limiting illnesses between the ages of 3-18, across the United Kingdom. The charity does this by granting the wishes of children and hospital wards and by organising outings for large groups of seriously ill children.

Media Enquiries:

For further information, please contact Louise Godfrey at the Produce World press office on 01223 272800 or email louise.godfrey@war.uk.com